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The Leading Trade Journal of the world in the printing and allied industries



October-1910

Price 30 rents





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We study to please the printer
We study his wants
We meet them

DOUBLETONE INKS and ULLMANINES
Have helped to make a success Of many publications
In this and foreign countries.

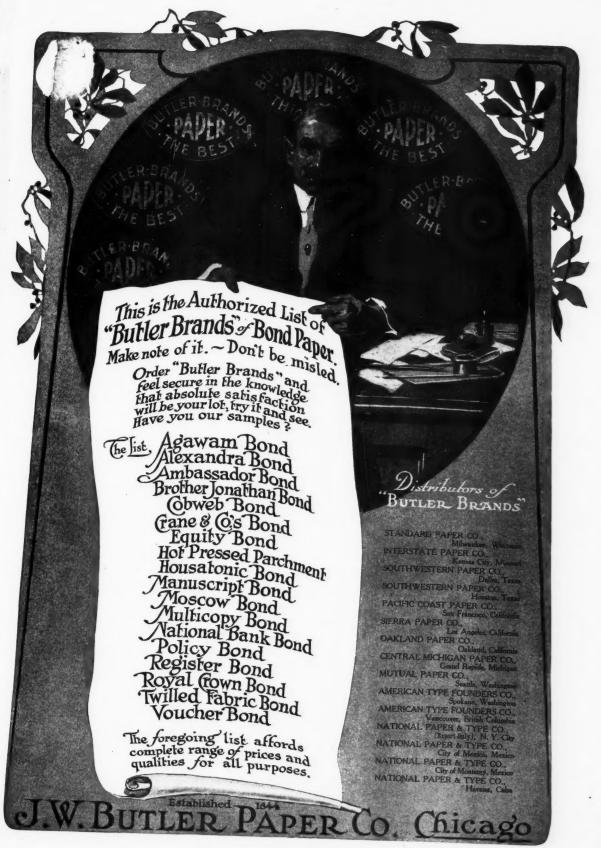
Sigmund Ullman Co.

NEW YORK CHICAGO PHILADELPHIA CINCINNATI











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go to the waste-basket for lack of proper introduction. A Catalog performs its missions effectively, if properly clothed in a *strong* and *attractive* cover. If a weak, poorly selected cover, then the effort and expense of the entire Catalog or Booklet goes swiftly to the basket.

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our full line of samples. They can easily detect distinctiveness, the newest, the attractive, crafty-quality, not found in many a "hunt."

Kamargo Mills

offer six original and newly created Cover Lines worth the printer's investigation.

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The samples should be on your desk ready for quick exhibition. Write us and we will send you complete samples and tell you the most convenient way to have your wants supplied.

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INCORPORATED

WATERTOWN, N. Y., U. S. A.

The Commercial Correspondence Paper Of The Day

BROTHER JONATHAN



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to be unexcelled for fine commercial stationery. Its high quality is unassailable, yet it is not expensive in price. We believe in large sales and have the facilities and organization to produce the finest quality and reduce our selling cost to the minimum.

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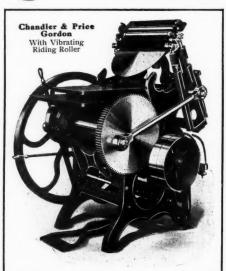
ESTABLISHED 1844



How Many Big Printers

of To-day

embarked in the printing business with a press equipment consisting solely of Chandler & Price Gordons? The list, if printed here, would speak eloquently of the merits, durability and money-making qualities of



Chandler & Price Gordons

for they are still making good money for these printers, and in a great many cases the identical presses are on their floors, running regularly day in and day out. An article on "Printing Presses In America," recently printed in a trade journal, makes the following statement: "For general job-printing the printers of the world have decided that the Gordon Presses are the profit-makers."

After all, it's profits you are in business for, so bear the above in mind and equip with Chandler & Price Gordons.

Write for our latest Catalogue and learn more about C. & P. Gordons

The Chandler & Price Company Cleveland, Ohio, U. S. A.



Strathmore Talks

[No. 14]

¶ Don't make the mistake of telling yourself or telling your customer that nobody will know the difference between good paper and paper that may look good from the fence.

¶ There is hardly any thing made, particularly in the texture line, that one does not instinctively feel whether it is good or indifferent.

There probably are places for all kinds of papers, but don't ever recommend using a cheap paper when it isn't the paper for the job. It cheapens the job and that cheapness costs both the printer and consumer good, hard cash.

¶ The "STRATHMORE QUALITY" papers are the pure stuff and not the bluff. They are what they seem to be and make printing what it ought to be.

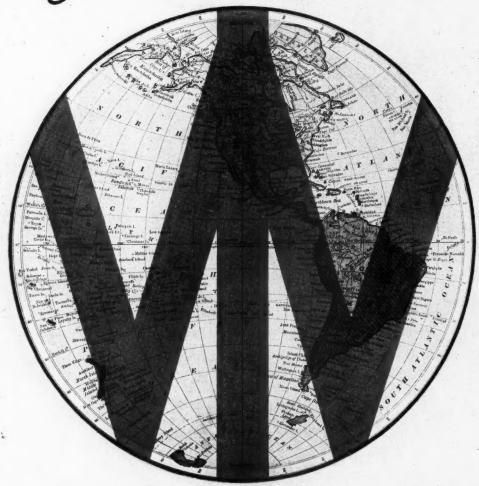
 \P Just look at the "STRATHMORE QUALITY" sample-books.

MITTINEAGUE PAPER COMPANY

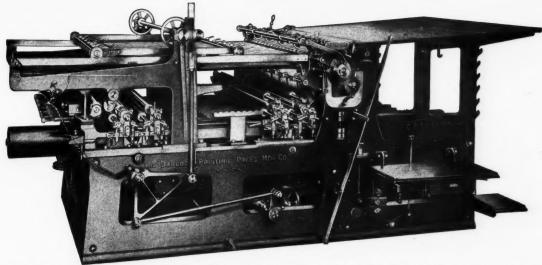
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MITTINEAGUE, MASS., U.S.A.

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120-130 SHERMAN ST.
CHICAGO



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

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The Babcock Optimus The Babcock Optimus

With heaviest forms, full size of bed, how many two-revolutions naturally, easily and indefinitely keep their cylinders on the bearers?

Just one—the Optimus.

All claim to offer great impressional strength. How many really furnish it?

Just one—the Optimus.

Guttering is a pronounced indication of weakness. How many are strong enough to avoid it?

Just one—the Optimus.

Almost regardless of other qualities, the press with greatest rigidity is the best press. The Optimus' faultless driving motion; the hanging of its powerful cylinder; its positive cylinder-lift; its massive bed supports, each adds to Optimus rigidity; while some of these very things are elsewhere insurmountable elements of weakness, and positively bar maximum strength. Know the reasons why the Optimus is stronger. Every quality it possesses is a reason why it is better.

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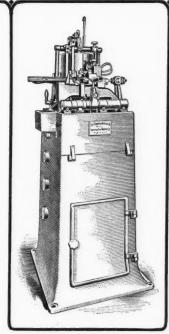
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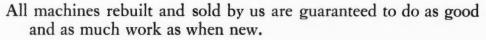
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Price, including one magazine, one font new 2-letter matrices, one set of spacebands and 2-letter U. A. mold, \$2,000.00.

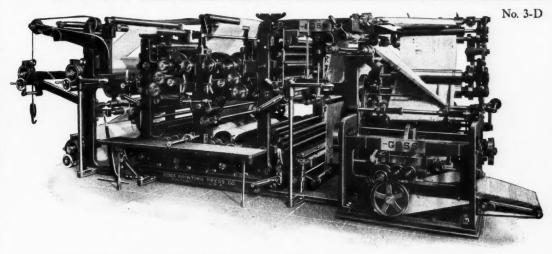
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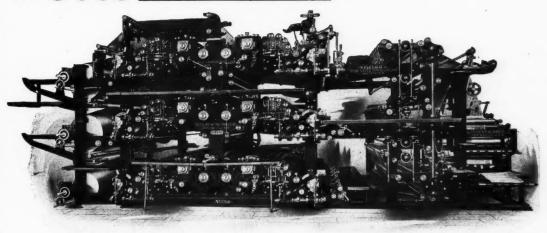
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Made to print either 4, 6, 8, 10, 12, 14, 16 pages in book form.

Constructed so that it can be arranged to print either two or three extra colors, at a slight expense. It is practically a single-plate machine, thus saving time in not having to make duplicate plates. Plates are cast from our regular standard stereotype machinery.

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Is built and guaranteed to run at a speed of 36,000 per hour for each delivery, for the *full* run. Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages. All products up to 24 pages can be made in one section (book form).

SPECIAL FEATURES

Plates can be put on without removing ink rollers.

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All roller sockets automatically locked.

No ribbons whatever when collecting.
Design prevents breaking of webs.
Entirely new HIGH-SPEED PATENTED FOLDING AND
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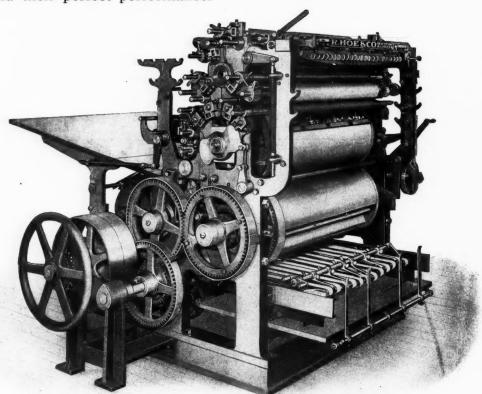
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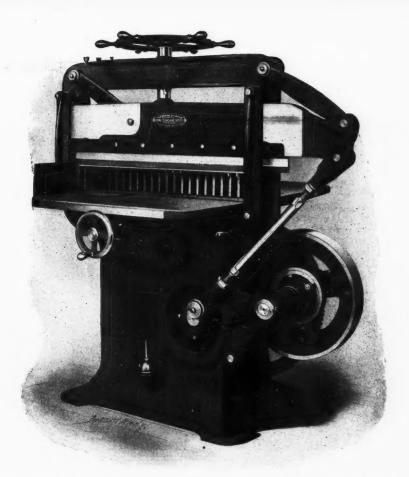


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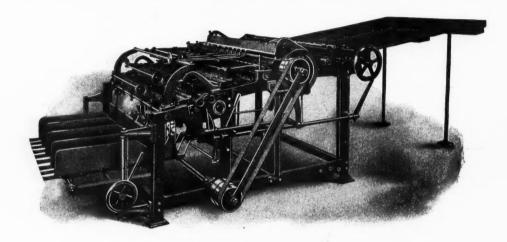
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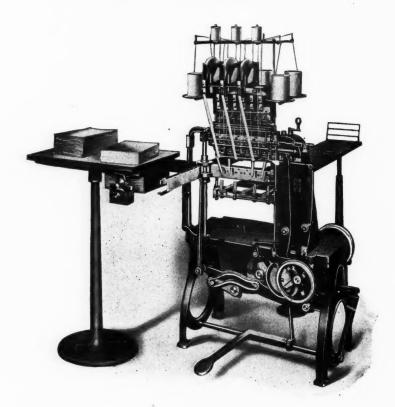
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The Best Black for Printing Halftones on Coated Papers.

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Perfect Printing Inks.

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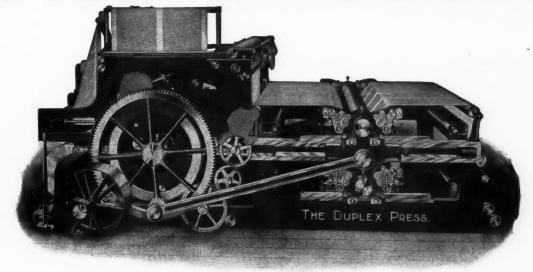
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Flat-Bed Web Perfecting Newspaper Press

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IN USE THROUGHOUT THE WORLD AND THE DEMAND CONSTANTLY INCREASING

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12-page
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Freeport, Ill., Standard
Cobalt, Ont., Nugget
12-page
Appleton, Wis., Volksfreund
Moundsville, W. Va., Echo
Greenville, S. C., Piedmont

Mexico, D. F., Luis M. Rojas Salina, Kan., Union

Salina, Kan., Union
Toronto, Can., Ontario Press, Ltd.
10-page
Fremont, Neb., Tribune
Laporte, Ind., Argus-Bulletin
Clarksburg, W. Va., Telegram
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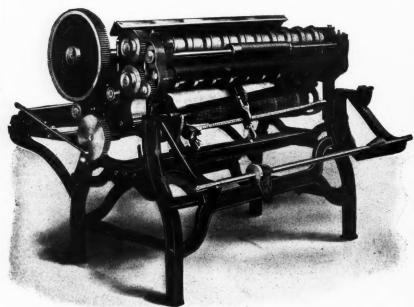
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Permits cutting any intermediate size.

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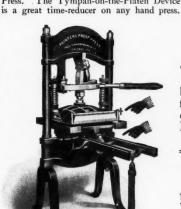
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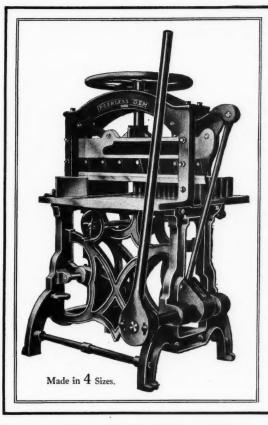
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wherein lie the redeeming features of a thoroughly dependable Paper Cutter.

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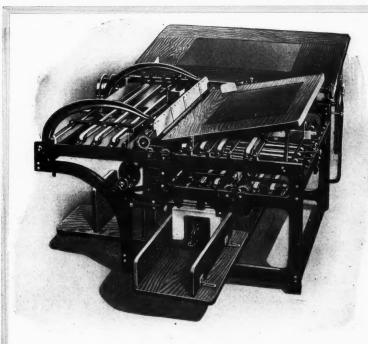
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Will fold sheet from 18 x 24 to 36 x 48. Fold, trim and paste 4-6-8-10-12 pages.

An Opening You Have Been Wanting.

Proposition—good

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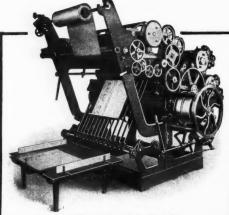
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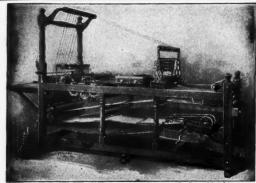
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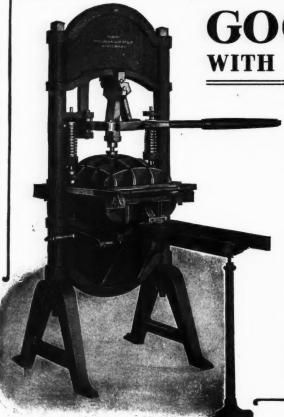
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HICKOK Paper-Ruling Machines AND Ruling Pens Bookbinders' Machinery

The W. O. HICKOK MFG. CO. HARRISBURG, PA., U.S.A.

ESTABLISHED 1844

INCORPORATED 1886



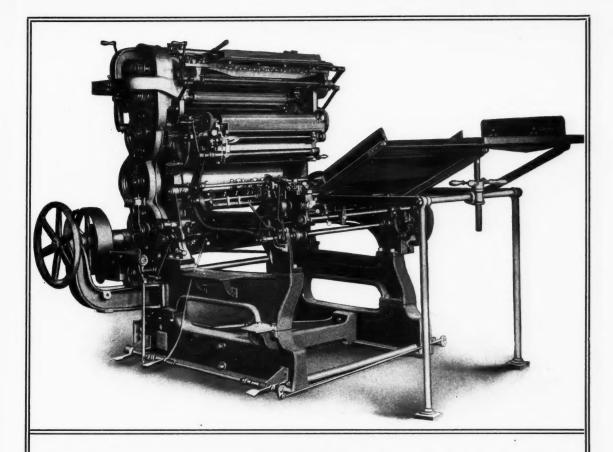
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Morgans & Wilcox Mfg. Company : Middletown, N. Y.



Buy from the Builder!

When you buy an offset press do not make the mistake of buying an assembled outfit, built in two or more plants. It is always best in purchasing machinery to order from the manufacturer, where possible, rather than through a dealer or jobber. This is a recognized fact and is accountable because the manufacturer who is selling direct to the consumer takes a much greater interest in his customers than does the concern which is merely a dealer. Then from the purchaser's viewpoint, if you buy of the maker you are dealing with the factory direct, and in case of accidental breakage you get much more prompt attention than you can if the order must go through a dealer and then to the manufacturer.

The Harris is the only automatic offset press built in one plant by one concern. It is also the fastest and is made in five sizes.

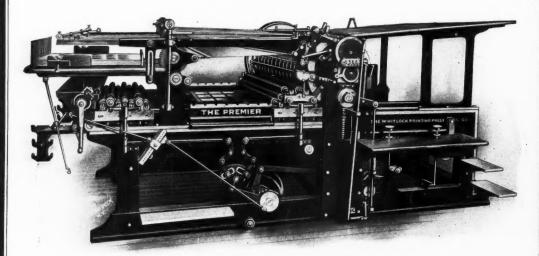
All other offset presses are built as hand-fed machines, and as such are no better than the obsolete stone press. Get your information on the Automatic Harris to-day.

THE HARRIS AUTOMATIC PRESS CO.

CHICAGO OFFICE Manhattan Building NILES, OHIO

NEW YORK OFFICE 1579 Fulton Hudson Terminal Building

O other Two-Revolution Press will stand comparison—piece against piece, mechanism against mechanism—with **The Premier.** The most unmechanical layman as well as the most expert mechanic must, on comparing each device as embodied in every other press with the same device on The Premier, note the superiority of the latter.



The Premier

Unequivocally and indisputably the Very Best Two-Revolution Press in the World.

Let us tell you about it.

AGENCIES

A G E N C I E S

Chicago, St. Louis, Cleveland, Cincinatti, Detroil, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Spokane, Seattle, Dallas — American Typerounders Co. Atlanta, Ga.—Messis, J. H. Schroeter & Bro., 133 Central Ave.

Toronto, Ont.—Messis. Manton Bros., 105 Elizabeth St.
Halifax, N. S.—Printers' Supplies, Ltd., 27 Bedford Row.
London, Eng.—Messis, T. W. & C. B. Sheridan, 65-69 Mt. Pleasant, E. C. Sydney, N. S. W.—Messis. Parsons & Whitmore, Challis House, Martin Place.

The WHITLOCK PRINTING-PRESS MANUFACTURING COMPANY

DERBY, CONN.

NEW YORK, 23d Street and Broadway Fuller (Flatiron) Building

BOSTON, 510 Weld Building, 176 Federal Street

Allowing your customer to use a cheap paper for his stationery is somewhat questionable, but there is no excuse for suggesting the step.

At first you may make a little more money on the cheap stock, but you are cultivating a transient class of trade which switches its business from printer to printer as one bids under the other.

On the other hand, if you adopt

OLD HAMPSHIRE BOND

as your standard stock for business stationery, and endeavor to educate your customers to this standard, you will draw the most desirable class of trade to you and hold them, leaving the price-quibblers to the print-shop that caters to them.

Our extensive advertising will make the education of your customers much simpler. And we will furnish you with advertising matter. Let us talk it over further. Write to-day.

Hampshire Paper Company

We are the only paper makers in the world making Bond Paper exclusively South Hadley Falls, Mass.



Juengst Patent No. 761,496 sustained and infringed. Injunction granted against Gullberg & Smith.

The United States Circuit Court of Appeals for the Second Circuit, in a recent decision, held Patent No. 761,496, covering the calipering or detector device for Signature Gathering Machines, valid and infringed. A permanent injunction has issued out of the Court, restraining Gullberg & Smith from further infringement.

Users of Gullberg & Smith Signature Gathering Machines are warned that the use of the Gullberg & Smith machines is an infringement of the Juengst Patent No. 761,496.

Owners of Gullberg & Smith Signature Gathering Machines are further warned that if they attempt to sell their machines they will commit an infringement of the Juengst Patent No. 761,496.

Notice is hereby given to users of the infringing Gullberg & Smith machines that injunction will be applied for restraining such users from further infringement of the Juengst Patent No. 761,496, unless they obtain a license from the patentee, Charles A. Juengst.

Address all communications to

GEO. JUENGST & SONS, CROTON FALLS, N. Y.

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street
BROOKLYN, N. Y.



"Hoole"
Check
End-Name
Printing
Machine

A Job of 500 End-Names can be set up and run off on the "HOOLE" Check End-Name Printing Machine at a cost of nine cents, and the work will equal that of the printing-press. Let us refer you to concerns who are getting the above results.

Manufacturers of

End-Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

SPRAGUE ELECTRIC MOTORS



THE MOTORS THAT PRINTERS USE DO YOU

Want to save expense and increase your output? If so, the Sprague Electric Motor will be a faithful worker in your plant. These motors are designed especially for the printing and allied trades and are in great demand all over the country and abroad.

They reduce power expense and are safe, reliable, simple, and economical.

Ask us for a copy of our illustrated descriptive bulletin No. 2294.

SPRAGUE ELECTRIC COMPANY

527-531 West Thirty-fourth St. NEW YORK CITY BRANCH OFFICES IN PRINCIPAL CITIES

Nothing to make any one peevish about this Typecaster

The Nuernberger-Rettig

Its Simplicity, Versatility, Practicability is making its installation noticeable among the leading establishments of quality printing

It Has No Equal

TYPE, SPACES, QUADS, LEADS, SLUGS, LOGOS, QUOTATION QUADS, BORDERS CAST EQUAL TO ANY FOUNDRY

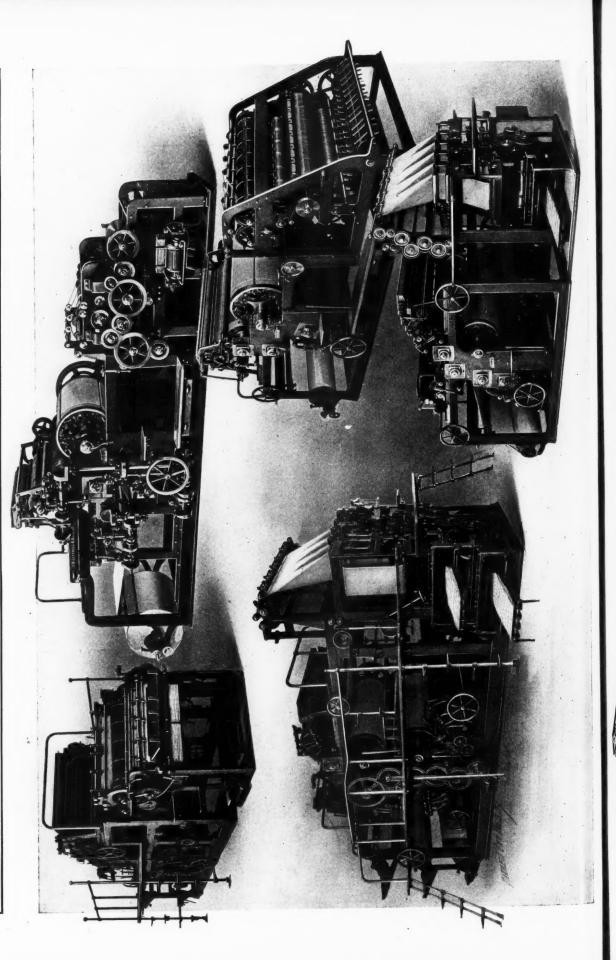
UNIVERSAL AUTOMATIC TYPE-CASTING MACHINE COMPANY 321-323 North Sheldon Street, CHICAGO

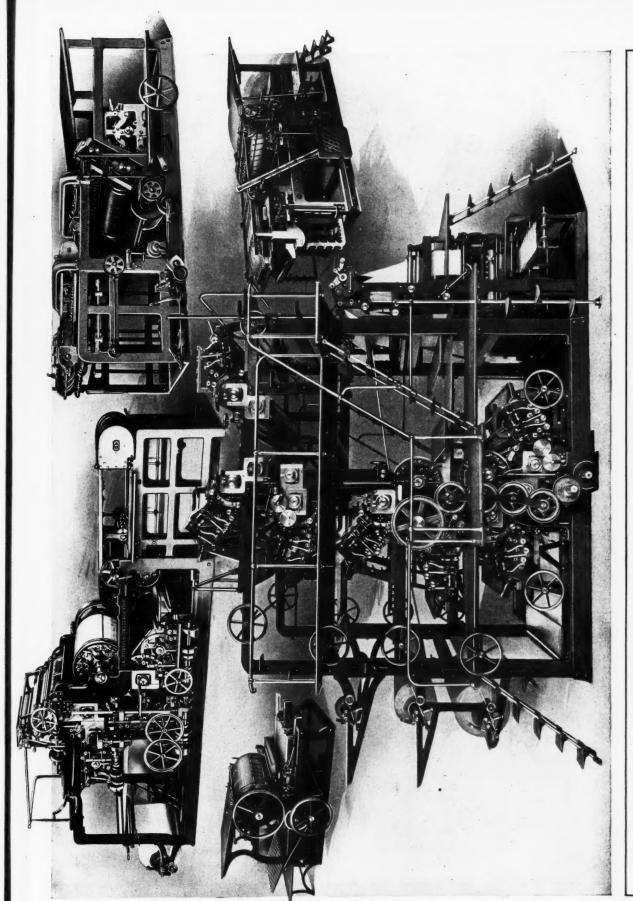
MERGENTHALER LINOTYPE COMPANY, SELLING AGENTS

C. B. COTTRELL & SONS CO. WORKS, WESTERLY, R. I.

NEW YORK

CHICAGO





These two pages show a few of the many styles of printing presses built by C. B. Cottrell & Sons Co.—each style in many sizes, for one or more colors, with variations to suit the requirements of the printer and publisher—all for the finest grade of printing known to the art

Let us make You up a Dummy

It is very important in issuing your advertising that you know how it is going to look, how much it will weigh, how thick it will be, etc. Sometimes a catalog will just weigh a fraction of an ounce too much, which makes the postage extra. This cost could just as well have been avoided if you had known this before the printing was done.

If you will give us the information asked for below on a postal card, we will make you up several dummies without any cost to you, from different grades of our papers, and give your printer the advantage of the color combinations which we have found can be used on the different shades with the best results.

We have gone to considerable expense in experimenting on these color combinations, with the end in view of being able to assist you in your advertising work, and shall be glad to have the opportunity of submitting the results to you and your printer. We believe they will be of great benefit and the printer can not help but find them of much assistance in his work.

Send us the following information and dum- mies for your catalog will be sent you at once:
Name and purpose of catalog, pamphlet,
folder, etc
Approximate size
Number of sheets.
Weight, complete
Kind of cuts you will use
Bound long or short way
Number you will issue
Printed in one or more colors
Name and address of your printer
Name of firm
Advertising Manager
Address

If you give us the name of your printer, we will advise him from whom our papers can be bought and shall be glad to send full sheets of any of our papers and sample-books, so that you can try them out together.

Let us have the information requested below on a postal card and the dummies will be promptly sent you.

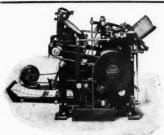
Peninsular Paper Co.
Ypsilanti, Michigan

THE EXPRESS FALCON PLATEN PRESS

GRIPPER FRED **AUTOMATIC DELIVERY**

This press is the fastest and most economical that has yet been produced for printing Envelopes, Letter-heads, Circulars, Cards, Blotters, etc. It is made ready more easily and quickly than the ordinary "Gordon" and is equally valuable on short and long runs.

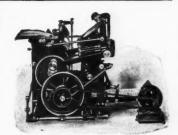
Speed (with Automatic Envelope Feed Attachment and Automatic Delivery) 4,500 Envelopes per hour; Hand Feed (with Automatic Delivery), 3,000 to 4,000 per hour.



SOME OF THE USERS

Ashby Printing Co., Erie, Pa.
Samuel Cupples Envelope Co., New York.
Corlies-Macy Co., New York.
Samuel Cupples Envelope Co., Chicago.
C. M. Henry Printing Co., Greens-

burg, Pa.
Thomas D. Murphy Co., Red Oak, Ia.
American Colortype Co., New York.
Hesse Envelope Co., St. Louis. Hesse Envelope Co. of Dallas, Dallas, Texas.



BROWN & BIGELOW Calendar Makers

Calendar Makers

St. PAUL, April 8, 1910.

R. T. Sinclair, Manager, Auto Falcon & Waite Die Press Co., Chicago, Ill.:

DEAR Sir.— Replying to your inquiry regarding the little Express which we bought of you some little time ago, we beg to say that it is doing all that you represented for it and is extremely satisfactory to us, which may best be attested to from the fact that we are sending you under separate cover to-day an order for a second press.

Yours very truly,

Brown & Bigelow,

J. E. Bailey, Director of Manufacturing.

WILBERT GARRISON CO.

Steel Engravers and Lithographers

New York, October 20, 1908.

American Falcon Printing Press Co., 336 Broadway, New York:
GENTLEMEN,— In reply to your inquiry, the Express Falcon
Platen Press, with automatic envelope feed and delivery, that
you installed in our plant fifteen months ago, is doing all you
claimed for it and is giving us entire satisfaction.

It is very simple to handle and can be changed to handfeed and automatic delivery in a few minutes, and is being
hand-fed in our establishment at a speed exceeding 3,000 per
hour. We have not spent \$\frac{1}{2}\$ in repairs on it since its installation.

It is a general job press for small forms which

Iation.
It is a general job press for small forms, which need never stand idle in a busy office.
Yours very truly,
WILBERT GARRISON Co.

COLLIER'S The National Weekly

NEW YORK, N. Y., October 8, 1908.

American Falcon Printing Press Co., 346 Broadway, New York

American Falcon Printing Fress Cu, 340 Diseases, 18 City:

Gentlemen,—We have had your Express Falcon Press in our place now about six months and so far it has been entirely satisfactory to us. We are running envelopes from 3,500 to 5,000 per hour on it and getting very satisfactory results, and also find that it can be hand-fed at least 3,000 per hour. The press is particularly adaptable to this sort of work, as it has all the advantages of high speed, and forms may still be changed on it as quickly as on an ordinary job press. So far, we are very much pleased with its work.

Yours truly,

FLOYD E. WILDER,

Assistant Superintendent.

THE GERLACH-BARKLOW CO.

Mr. R. T. Sinclair, Manager, Auto Falcon & Waite Die Press Co., Chicago, Ill.:
DEAR SIR,—We are pleased to report that the Falcon Express Press which we purchased from you several weeks ago has proven to be all that you claim for it. It is unquestionably a great time-saver, and work turned out is in every way satisfactory.

Yours very truly,
THE GERLACH-BARKLOW Co.,
T. C. DAVIS.

SAMUEL CUPPLES ENVELOPE CO.

All Styles and Grades of Envelopes

St. Louis, July 15, 1910.

The press Co., Ltd., 160 Adams street, but we are so well pleased with the two Express Falcon Presses you put in our St. Louis factory that we will in this instance vary from our usual custom.

The presses do everything you claim for them, and we are very much pleased with the work.

Very truly yours,

SAMUEL CUPPLES ENVELOPE Co.,

C. R. SCUDDER, Vice-President.

NATIONAL HOTEL REGISTER CO. Hotel Registers and Hotel Stationery

Dubuque, Iowa, July 21, 1910.

R. T. Sinclair, Manager, Auto Falcon & Waite Die Press Co., Ltd., Chicago, Ill.:

Dear Sir.— It is a pleasure for us to inform you that the Express Falcon press, bought from you last October, has fulfilled every claim you made for it. The results we have secured, both as to speed and character of printing, have been satisfactory in every way. Our only regret is that we did not buy the press long ago.

Yours truly,

NATIONAL HOTEL REGISTER COMPANY.

NATIONAL HOTEL REGISTER COMPANY, W. M. CLEWELL, Secretary.

Further Particulars Upon Application to

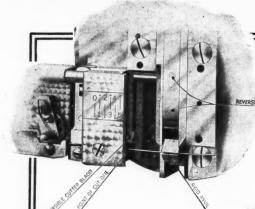
AUTO FALCON & WAITE DIE PRESS COMPANY, LTD.

(Successor to American Falcon Printing Press Co.)

Office and Showrooms: Rand-McNally Building, 160 Adams Street, Chicago.

Eastern Selling Agent, S. P. PALMER, 346 Broadway, New York City.

Factory, DOVER, N. H.



LATHAM'S MONITOR WIRE STITCHERS

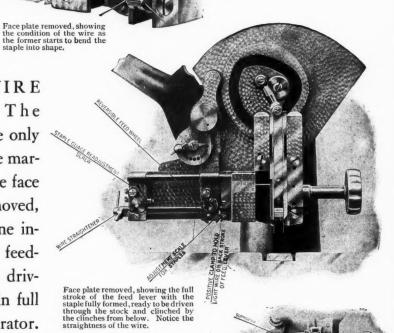
In this view the face-plate is removed; the feed lever has just completed its full stroke, and the cutter blade is about to cut off the wire. The former is about to catch the wire to bend it.

ريوي

The illustrations on this page show the vital working parts of the

MONITOR WIRE STITCHER. The MONITOR is the only wire stitcher on the market from which the face plate can be removed, leaving the machine intact for complete feeding, forming and driving of the staple in full view of the operator.

"Monitor Machines Sell Themselves"



LATHAM MACHINERY CO.

CHICAGO, 306-312 South Canal Street

NEW YORK 8 Reade Street BOSTON 220 Devonshire Street Showing the simplicity with which the table is converted from flat to saddle, and vice versa. The simplest and most perfect device known.

MONOTYPE

THE ONE PERFECT SYSTEM FOR TARIFFS · CATALOGUES · BOOKS

pany announce to progressive printers and publishers that they now operate the largest Monotype trade plant in the country The recent addition of five machines to their equipment enables them to deliver promptly anything in the line of tariff catalogue and book composition for either press or foundry. Low quads and spaces Quality and service at a reasonable price Day and night force. Nothing too large

WALDEN TYPESETTING COMPANY · CHICAGO

65-71 PLYMOUTH PLACE PHONE HARRISON 4530



The Star Tool Manufacturing Company

17 West Washington St., Springfield, Ohio

<u>⋒</u>*****************



Acme New Process of Electrotyping

is worthy of your investigation

It does not injure the original half-tone. The costliest equipment in use and the best materials handled by electrotypers of unusual skill, enter into the making of every electrotype and nickeltype sent out from our foundry.

Our process is our own. We pay no royalties, therefore we are not compelled to charge more for our products.

Acme Electrotype Company 341 Dearborn Street, Chicago

A TRIAL ORDER WILL MAKE YOU A PERMANENT USER OF

Printing and Lithographic



MANUFACTURED BY THE

intina Ink Co. Thalmann

212 Olive Street, ST. LOUIS, MO.

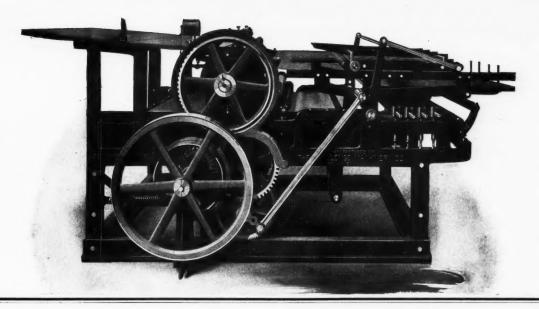
=DEPOTS

415 Dearborn Street, . . . CHICAGO, ILL. 400 Broadway, . . . KANSAS CITY, MO.

535 Magazine Street, . NEW ORLEANS, LA.

1509 Jackson Street, . . . OMAHA, NEB. 222 North Second Street, . NASHVILLE, TENN.

73 Union Avenue, . . . MEMPHIS, TENN.



Essential Features

Stonemetz Stonemetz

An efficient Two-Revolution Printing Press must be built to stand the most severe test of any piece of machinery.

It must be strong and capable of standing up under the heavy impression strain imposed by modern methods of hard packing and rigidly mounted plates.

It must register perfectly in order to meet the demands of the multi-color printer.

It must be equipped with splendid inking facilities and possess convenient adjustments to meet the varied requirements.

It must be interchangeable in every part and every part must be standardized. It must run quietly—smoothly—speedily.

And just such a press is the STONEMETZ TWO-REVOLUTION, TWO-ROLLER CYLINDER PRESS. The price is sufficiently high to give you all these features—yet it is \$500 less in cost than its nearest competitor.

Specifications are not given in this advertisement, which is written for the purpose of calling to your attention the fact that the STONEMETZ should be carefully considered by every prospective buyer. We want to mail you printed matter—booklet and specifications—which tell you all about this high-quality, reasonable-price press. With it we will give you the names of substantial owners—testimonial letters and other information of importance to prospective purchasers. Will you write to-day?



The Challenge Machinery Co.

Grand Haven, Michigan, U.S.A.

Salesroom and Warehouse . . . 194-196 Fifth Avenue, Chicago

\$100.00 in Gold for Artistic Work on Buckeye Covers



During the past year the sales of Buckeye Cover have greatly increased. Our shipping records show that the printers of America are keenly alive to the fact that Buckeye is without exception the biggest cover value on the market. They are using more of it than of any other one cover manufactured. To show our appreciation of this patronage, and to encourage those printers who are producing original and artistic work, we now offer \$100 in Gold for the best Buckeye specimens submitted to us on or before December 1, 1910. The first prize will be \$50.00 in gold; 2d prize, \$25.00; 3d and 4th prizes, \$10.00 each; 5th prize \$5.00. In addition to these prizes we will also pay liberally for meritorious designs suitable for use in our advertising work. The contest is open to all printers without restriction. Read carefully the terms and conditions below.

Terms and Conditions

Specimens submitted may be booklets, catalogues, circulars, folders, envelopes, house organs — any piece of advertising matter printed wholly or in part on Buckeye Cover.

The specimens must show the complete job as sold to the customer, and must be accompanied by a statement showing the name and address of the customer, and the number of copies printed.

Mere proofs of cover plates or other designs on Buckeye Cover will not be considered.

Three complete copies of each job should be submitted, your name and address being written across the back of one sample; and the others being left blank.

Specimens will be judged according to their advertising value, and prizes will be awarded to those contestants whose work, in the opinion of the judges, shows the most striking and effective results in proportion to the cost of producing them.

A simple type-and-rule job will have an equal chance with the more elaborate specimens, provided it is novel and original.

Each winner of a prize is to furnish The Beckett Paper Co., at cost, with a complete set of electros or other plates from which the design can be reproduced; and it is to be understood that the purchase of such plates by us carries with it the right to use them in any way we elect, with or without credit. In the case of copyrighted designs, written permission to reproduce must accompany the plates.

Notices of awards will be sent to prize-winners as soon as the decisions of the judges have been rendered, and check for prize-money and cost of plates will be mailed as soon as plates are received. Names of prize-winners will be announced in the January number of The Inland Printer.

All specimens submitted will be retained by us and such plates as we desire to use in our advertising (in addition to the prize-winning designs) will be purchased by direct arrangements with the entrants.

Names of judges will be announced in the November Inland Printer.

Contest closes December 1, 1910.

Buckeye Cover is carried in stock by prominent jobbers in all principal cities. See list on next page. For any additional information in regard to contest, write direct to the mill. Address all specimens to Contest Department.

THE BECKETT PAPER COMPANY

Makers of Good Paper in HAMILTON, OHIO, since 1848

\$1000.00 a Month to Increase Your Business



We are spending over a thousand dollars every month to increase our own business and incidentally the business of every printer who uses Buckeye Cover. Our advertising goes direct to buyers of printing in every part of the country, and is designed not merely to sell Buckeye Cover instead of some other cover, but also to sell Buckeye Cover where no cover was sold before. The Buckeye Suggestion Campaign is developing new uses and new users of Cover Stock, and is creating a profitable line of non-competitive business for every printer who is willing to co-operate with us. Write for particulars if you are interested.

Buckeye Cover is made in the following colors:

White	Primose	Scarlet
India	Azure	French Gray
Buff	Nile Green	Light Gray
Brown	Dark Green	Dark Gray
Black	Shell Pink	Lavender

Buckeye Cover is made in the following finishes:

Antique	Plate	Crash

Buckeye Cover is made in the following weights:

20x25 -	50,	65,	80 ll	os.
22x28 1/2 —	60,	80,	100	lbs.

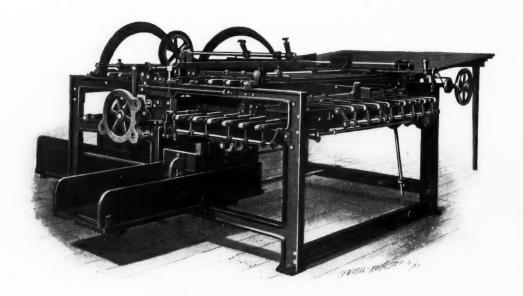
Buckeye Cover is stocked by the following representative jobbers:

BALTIMORE Dobler & Mudge.
BOISE CITY Idaho Paper Co.
BUFFALO The Alling & Cory Co.
CHATTANOOGA Archer Paper Co.
CHICAGO James White Paper Co.
(The Chatfield & Woods Co.
CINCINNATI The Diem & Wing Paper Co.
The Whitaker Paper Co.
The Cincinnati Cordage & Paper Co.
CLEVELAND The Union Paper & Twine Co.
COLUMBUS The Central Ohio Paper Co.
DAYTON The Keogh & Rike Paper Co.
DENVER The Peters Paper Co.
DES MOINES The Carpenter Paper Co.
DETROIT The Union Paper & Twine Co.
INDIANAPOLIS C. P. Lesh Paper Co.
(Indiana raper Co.
KANSAS CITY, MO Graham Paper Co.
LOS ANGELES Zellerbach Paper Co.
MIDDLETOWN, OHIO. The Sabin Robbins Paper Co.
MINNEAPOLIS McClellan Paper Co.
NASHVILLE The Whitaker Paper Co.
Granam Paper Co.
NEW ORLEANS E. C. Palmer & Co.
NEW YORK Henry Lindenmeyr & Sons.
OAKLAND, CAL Zellerbach Paper Co.
PHILADELPHIA Garret Buchanan Co.
PITTSBURG The Alling & Cory Co.
The Chatheld & Woods Co.
PORTLAND, ORE Pacific Paper Co.
RICHMOND, VA The Richmond Paper Co.
ROCHESTER The Alling & Cory Co.
SALT LAKE CITY Carpenter Paper Co. of Utah.
SAN FRANCISCO Zellerbach Paper Co.
ST. LOUIS Graham Paper Co.
ST. PAUL Wright, Barrett & Stilwell Co.
FOREIGN SELLING AGENTS. Henry Lindenmeyr & Sons,
London England

Genuine Buckeye Cover is manufactured only by

THE BECKETT PAPER COMPANY

Makers of Good Paper in HAMILTON, OHIO, since 1848



New Model Jobber

for periodical and pamphlet work. Write for full particulars



We are not handing you a —



Brown Folding Machine Company

Erie, Pennsylvania

NEW YORK - - -- - - 38 Park Row CHICAGO - - 345 Rand-McNally Building

ATLANTA, GA. - - - J. H. Schroeter & Bro.

"FOR THE MAN WHO PAYS" A treatise on the true value of a job printing

press, based on the merits of the Golding Jobbers and Golding Embossing Presses.

The book has just come from the press. It is size 7×10 inches and contains 16 pages of mechanical illustrations of the machines and 32 pages of practical illustrations of their great profit-earning power in comparison with all other platen presses.

It treats the subject in a new and interesting way with facts based on present existing conditions.

A copy of this book, "For The Man Who Pays," should be in the hands of every employing printer who seeks the largest possible results with the least expense in time and money.

It is not our intention to distribute this book promiscuously. It will be sent only upon request. We want 15,000 printers to request a copy. No obligation assumed in doing so.

Learn the true value of a job printing press.

GOLDING MFG CO. FRANKLIN, MASS.

Largest Manufacturers of BOXBOARD in the World



ASK FOR SAMPLES-

Wabash Brand Clay Coated Board "Wabacoat"

United Boxboard Company

General Offices, Fifth Ave. and 23d St., NEW YORK

CLAY COATED LITHOGRAPH BLANKS AND BOXBOARDS
OF EVERY DESCRIPTION

ALSO

THOMSON JUTE, STRAWBOARD, NEWSBOARD, BINDERS' BOARD, ICE-CREAM AND OYSTER-PAIL BOARDS LOCKPORT PATENT COATED, TAG AND DOCUMENT MANILAS

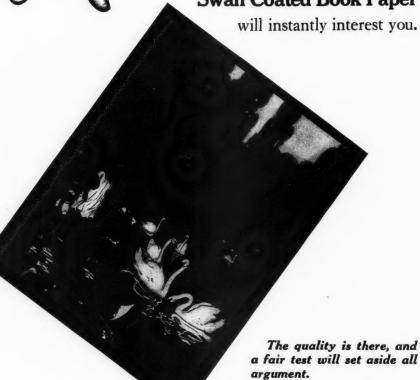
SALES OFFICES AND WAREHOUSES

Boston Strawboard Co. - - 9 to 15 Federal Court, Boston, Mass. Manhattan Strawboard Co. - 141 Wooster St., New York City Manufacturers Strawboard Co., - 149 Michigan St., Chicago, III. Philadelphia Strawboard Co., 127 N. Fourth St., Philadelphia, Pa. QUEEN CITY PAPER CO. - 420 W. Fourth St., Cincinnati, Ohio St. Louis Boxboard Co. - 112 N. Fourth St., St. Louis, Mo. United Boxboard Co. - 32 N. St. Paul St., Rochester, N. Y. Wabash Coating Mills - Wabash, Ind.



If you appreciate strictly high-grade coated book paper at a lower price than you are now paying for other papers of *like quality*,

Swan Coated Book Paper



In the production of **Swan Coated Book Paper** quality is not sacrificed to meet a price; every sheet is absolutely uniform, and its printing surface is all that can be desired by the most discriminating user of paper.

THE PRINTERS HAVE JUST MADE FINAL DELIVERY

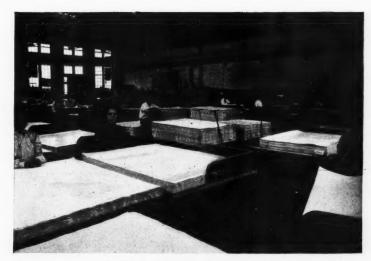
of our new Swan Coated Book Paper catalogue, printed in black and colors, each page representing a different ink treatment, with marvelous results. The

catalogue should be kept on the desk of every progressive user of paper; it is free for the asking, and is now in an envelope ready for your address.

JUST AS WE EXPECTED

Those who have examined and tested our new **Swan Coated Book** pronounce it "perfect."

This new **Coated Book Paper**, as announced in last month's advertisement, was manufactured to fill the demand for a strictly *reliable* stock at the *right price*, and to those who have not as yet received our handsome colored catalogue exemplifying various tests, we will be glad to mail a copy.



HAND-SORTING SWAN COATED BOOK

Let us figure with you for any quantity of paper desired.

This paper is manufactured and carried in standard sizes and weights and can be secured promptly. Liberal sample sheets for your inspection and trial will be cheerfully supplied.

West Virginia Pulp & Paper Company

General Offices: 200 Fifth Avenue, New York

Western Sales Office: Marquette Building, Chicago

Mills at —
Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N.Y.; Williamsburg, Pa.

CABLE ADDRESS: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

ton's COMPOSING-ROOM EQUIPMENT

The list of modernized composing-rooms is being constantly increased. Many notable installations have recently been made. Modernized furniture is an item of cost reduction of the first rank.



No printer can afford to ignore a possible saving of fifty per cent in floor space and from ten to twenty-five per cent in composing-room labor in any calculation of printing-office economy.

That such remarkable results can be and have been accomplished, has been repeatedly shown by statements from our customers. These statements have appeared in connection with our recent advertisements, and copies of these letters will be sent to any interested printer.

This is the day of progressive ideas. As usual, there are two factions—those who lead and those who follow. What printer desires to remain in the latter class, while his closest competitor may be one of the leaders with a modernized composing-room?

ing-room?

A line to us or to your nearest supply house will bring an expert into your composing room, who will demonstrate by actual plans and estimates what can be done, what it will cost and the possible saving to be accomplished. No responsibility on the printer's part until we show the scheme.

If you have not received a copy of "Composing-room Economy," showing composing-room flor plans in thirty-two representative printing-offices in the United States, write us for a copy.

JOB-PRESS CABINET

A Suitable Receptacle for Tympan Paper, Gauge Pins and other Tools, Benzine Can and Wiping Rags.

A pressman without proper tympan stock, cut to size and kept conveniently arranged in a cabinet, must first search for a suitable draw-sheet, and after he has found that, he must search again for suitable slip-sheet material, which must be cut to size with much loss of time and waste of stock.

All this waste can be saved when he has a suitable stock of tympan paper in proper grades, cut to size. It has been estimated that one hour's time on the press can easily be saved.

Mounted on a pedestal of convenient working height; on the top we provide a plate-glass mixing slab. An additional compartment for the benzine can and a metal-lined compartment for oily rags are provided, thus doing away with the danger of spontaneous combustion. The drawer is for gauge-pins.

There are three compartments for hard press-board, cardboard and filler stock, in various grades for use as draw-sheets, and one compartment of larger size for slip-sheets.

These eabinets are made in three sizes, for 8 x 12, 10 x 15, and 14½ x 22 presses. Intermediate sizes can be accommodated in the next size larger.

One cabinet can be used to great advantage and will serve two presses when placed in the center, a little back of the pressman. Where space is available, the best results will be obtained by having a cabinet for each press. The compartments should always contain a liberal supply of slip-sheet and draw-sheet paper, and if this is done, the product of each press will be very materially increased.

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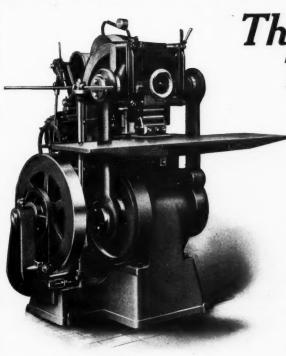
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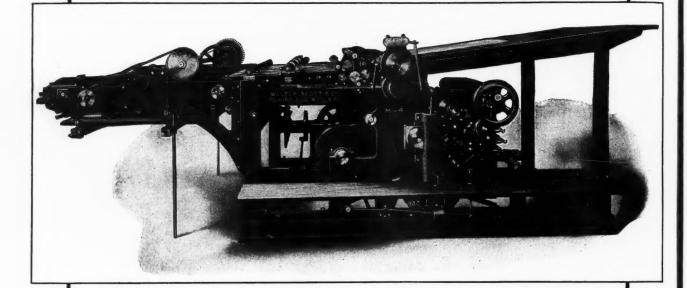
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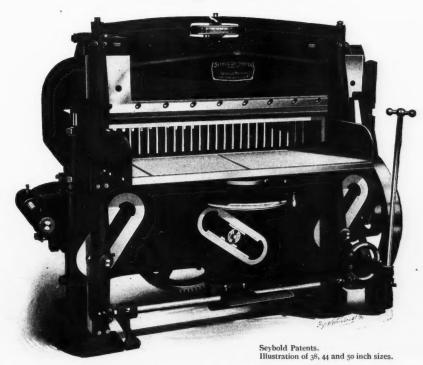
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is in demand by the commercial men and is the correct form of society "doings."

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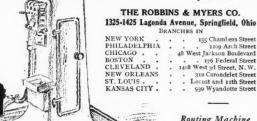
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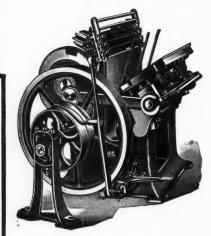
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Dependable construction. Has powerful impression. Speed is up to the operator.

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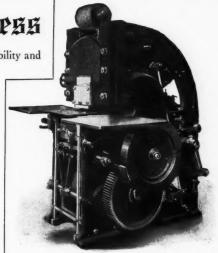
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Furniture weighs less than any other Furniture. It is one-third the weight of ordinary metal Furniture. Though light, it has the crushing strength of iron-and is as accurate as type. You will enjoy the lighter, more accurate forms insures. It will save your back—your press and your money.

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Now seriously, Mr. Printer—if you are printing from plates—THE WILSON BLOCK demands your con-

sideration. You will find it a well-spent effort to ask us to send our catalogue. Do it now.

Sold by Responsible Typefounders and Dealers

MANUFACTURED BY

A. F. WANNER & COMPANY 340-342 Dearborn Street, CHICAGO, ILL.



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is built like the best two-revolution press, with cylinder supplied with hard packing, automatic grippers, accurate feed guides, reel rod for clamping tympan, reciprocating bed, continuous register rack, anti-friction track rollers, impression trip, etc., combining all of the features of the two-revolution press which are essential in high-grade printing, with the simple, easily operated hand-lever mechanism which has been demonstrated to be the best means of operation for machinery used in the composing-room.

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No. 1 machine - bed, 10 x 25 inches.

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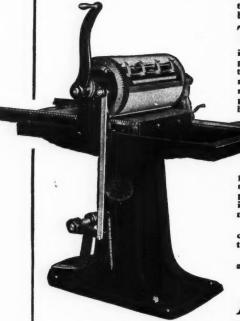
The machines will prove matter full size of the bed, the No. 2 machine proving a full page of a six-column newspaper. On the other hand, a single type can be proved with equally good results. Matter may be proved from galleys or directly from the bed of the press, the difference in height being compensated for by a brass plate, full size of bed, furnished with each machine.

A proof taken on the POTTER PROOF PRESS of a handsome fourcolor label, showing the splendid impression and the accurate register of the POTTER PROOF PRESS, will be sent on request.

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DO THE VERY BEST I KNOW HOW—THE VERY BEST I CAN: AND I MEAN TO KEEP DOING SO UNTIL THE END. IF THE END BRINGS ME OUT ALL RIGHT. WHAT IS SAID AGAINST ME WON'T AMOUNT TO ANYTHING. IF THE END BRINGS ME OUT WRONG, TEN ANGELS SWEARING I WAS RIGHT WOULD MAKE NO DIFFERENCE.

-ABRAHAM LINCOLN

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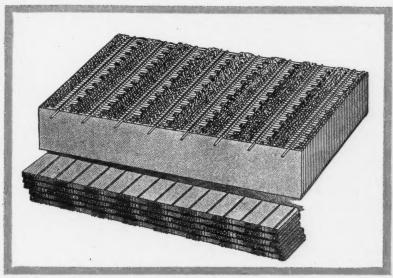
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Nine Million Ems of Tariff in Fourteen Days

—three shifts, of course

Under the Lino-Tabler System any linecasting machine does everything mechanically possible except cast type—and the Lino-Tabler Company will install free your choice of typecasters costing \$1400 or less if the System fails to reduce your tabular cost at least one-fourth

Yearly royalty, \$25

Brass rule, 1c and 2c a foot

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Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

THE LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES.

Vol. XLVI. No. 1.

OCTOBER, 1910.

PRINTING ESTIMATES.

BY ALBERT HENRY,



AITH in our own work is our first need. The busy season is upon us, and it is an opportune time for us to reflect a little on our attitude to ourselves and incidentally to our customers. No very keen insight is necessary to make apparent the fact of the wide dissemination of principles of self-analysis which have

dawned upon the consciousness of the people of this country. Through the ages metaphysical disquisitions, speculative philosophies and transcendental theories have filtered out a few demonstrable truths that lie in our possession like the grains of gold in the bottom of the placer miner's pan. Shall we ignore them, busy in trying to do our work in the most difficult possible way? Or shall we look the problems of our life and being squarely in the face and recognize that these golden facts and principles are the talismen to clear away most of our difficulties and unnecessary distresses?

Twenty years ago, dear reader, if you had seen any one washing a printing-office floor—it takes a little effort to make one's mind go back so far and distinguish its notions at that time—but make the effort and you will not fail to remember that the washing of that floor would have seemed ridiculous. I well remember when an apprentice, so long ago that I dislike to note the time, the proprietor of the paper (he was not a printer) coming into the composing-room and looking about the

floor distressfully, saying to the foreman, who was also his partner, "Gregg, why not have this floor washed?" The sardonic grin on old Gregg's face is before me, but I have forgotten his derisive reply, which sent his partner hastily back to his sanctum. I shared in the spirit of superior contempt reflected in the grins of the "jours," and which very slowly faded from the face of old Gregg as he leaned over the stone "fudging" a form that would not lift, recurring at intervals as a new angle of the humor of the thing came to him. I can see now the corners of the alleys in that old printing-office - parenthetically, I can not bring myself to speak of a "printery" or "shop"-a printing-office is the name tradition has given the place where printing is done, even if the factory spirit rebels against the name - the corners of the alleys in that office had type in mosaic laid in a cement of dried tobacco juice, though the smoothness of the work was injured a little when I swept the floor of wintry mornings with the energy born of a desire to warm up.

It is, therefore, quite possible that what I recommend here may be as far away from the time of its application in the future as the reform that old man Gregg's partner tentatively suggested to him.

"Edjicated people, like you and me, mum, knows better," said the peddler to his customer; but who the others might be who did not know better but remained sunk in the slough of ignorance, he could not tell—he only knew them as "they." There is a terrible responsibility on

"they." The printer blames his troubles on "they." "They" may be the buyers of printing, or the employees, or the union, or the paper dealers or manufacturers, or the makers of printing machinery, or the typefounders, or brother printers. There is in ancient literature a reference to the critical spirit of the man who sees motes in the eyes of his companions but neglects a much larger obstruction in his own. While all the objections offered against the practices of "they" may be perfectly just, the true spirit of reform will direct our energies to effecting changes for the better rather than to spend time in finding fault. The best place for us to make a reform is in our own practices. We hear much of educating the workmen and educating the customer. But as a preliminary to such necessary work, or along with it, we must educate ourselves. We must have faith in ourselves and in our own work before we can inspire the public with faith in us and our work. No common capacity is required to become a master printer. Not a master printer who employs men, but a printer who is master of the art of printing as it is to-day. I dare affirm that there is not one man living who could logically be given the title in all its significance. How much need then for a more earnest study of the art. German printers have recognized the need and have established means for the education of men to become master printers. The Germans use the power of organization for constructive work more than for defensive work. We in America have given attention to organization for defensive or coercive purposes in the main. Victories have been won here and defeats have been encountered there - and the organizations have been elated or have been depressed accordingly. But through it all the printing art has stood in the same relation to the public which withholds its just due to the "mystery of printing," because the master printer has not known how to demand it.

Our estimate of printing and our estimate of ourselves will most assuredly find its reflection in the minds of our customers.

Our estimate of our employees will assuredly find its reflection in their attitude toward us.

The estimate of us by the men and women at machine, case, press and bindery will find expression in the work they do.

To overcome the inertia that disposes us to lean upon the efforts of others, or to stand afar off and affect a singularity of independence about what "they" are trying to do, let us cultivate the spirit of "getting next." Consider the work of the American Cost Commission—that body of self-sacrificing men who have been given duties by the International Printers Cost Congress that

most men would shrink from—work to bring order out of chaos, to awaken printers to their responsibilities to themselves. What are we going to do about it? We must get behind this work for ourselves and individually correspond with the commission. We must get its literature and study it. Faithfully following out the recommendations of the congress as it touches ourselves, and then, and only then, let us do what we can to induce others to do likewise. Let us digest the business end of our duties to ourselves and we will find that we have fiber to do printing as it ought to be done and stamina enough to stick to the price.

The efforts that this little band of printers have made, with the onerous duties imposed upon it, will prove of inestimable benefit to the printing trade, but intelligent and active coöperation by each individual printer will bring their work to a quick and certain fruition. Then let us go a little farther and consider the years of training that have enabled us to make printing beautiful. This experience—this skill—is surely worth something. If we consider its worth and have faith in its worth we will impress our view upon our customers so that they will be more disposed to pay us on the value of our printing rather than by what it cost us as shown by the accountant's books.

Written for THE INLAND PRINTER.

A PRINTER'S ENTERPRISE.

BY BILLY.

There was a young student, Enterprising, imprudent Who bought cheap some type and a press, Then in his bedroom He launched on a boom Of fine printing, and made a rough guess At the prices he'd charge The public at large, And his rates they ran up and then down, Now high and now low, He managed them so That he never knew where he was at. So he grew thin and lank Did this printorial crank, While his records he stowed in his hat. He kept writing for samples Of paper examples, When a salesman, suspicious and keen, Looked him up to find out What he was about What such writing for samples might mean. He questioned him closely But he answered morosely, Sitting there on his stool like a rock,

AS THE PRINTER SIZES IT.

The samples are bully for stock! "

"I wrote all those letters As business begetters,

Long primer praise for Cummins and Dolliver and agate commendation for President Taft seemed the proper thing to the Iowa Republicans.— Chicago Evening News.

Written for THE INLAND PRINTER.

BUSINESS BLUNDERS BY PRINTERS.

BY A PURCHASING AGENT.



F there is one man more than another who is deserving of little sympathy for his business blunders, it is the average job-printer in any one of the large Eastern cities—the "competitive printer" I will call him—because in his thirst for business he delib-

erately pushes his head into the noose which will ultimately suspend him and his business, or else choke him so badly that he will take years to recover.

As advertising manager of a New York corporation, it has been my duty for several years to buy printing, the yearly bill running as high as \$110,000 and seldom below \$65,000. In the purchase of these supplies some instances arose indeed, the occurrences were very frequentwhich convinced me that the jibe about printers not being supposed to be business men, had plenty of justification. Indeed, none of my associates in the firm, from the general manager down to the stenographer, would think of taking a job-printer seriously. If there was the slightest deviation from instructions, it was thought right and proper to throw the whole job back on the printer's hands, to do with as he pleased. The thought never entered our heads about helping him out of a bad fix by trying to utilize some of the wasted job, at a special price, or in the case of paper cut a little too small, to suggest holding it for us for a future job.

The following instance of a printer's losing his head is typical of many I have experienced. It is an actual occurrence, and if any of the people involved recognize it, I hope they will bear me no ill will for the recital; it may help them to remedy some of their shortcomings.

In order to get a low price from the printer who did the largest share of our work, it had been arranged by one of my predecessors that this printer, whom I shall call Kelly, because that wasn't his name, should get enough business to make his monthly statement equal at least \$2,500. If this was exceeded, well and good; if it fell below that sum, the deficiency was to be made up in future orders. This was the condition when I was appointed to buy the printing. The official who made this dicker left the company and I relieved myself of the obligation after explaining some of the defects of this system to the man higher up. "Go ahead," said he, "and buy the stuff as closely as you can and as well as you can."

The revision of the catalogue being one of the first jobs, I called for estimates from three printers, including Kelly, the "regular," for fifty thousand booklets, 51/2 by 7 inches, thirty-two pages and cover, insides of heavy coated paper, cover of heavy rough cover-stock, cuts to be furnished, also cuts for the cover-design. Kelly, who had printed the last edition, had the old cuts on hand, and some of these were to be used again; he also had a lot of electrotyped pages which were available for the new book. Kelly said that as he had always done this job, he ought to have it again without fooling with other printers, whom, he said, "didn't know our way of doing the work." He argued that he could do it cheaper anyway, because he had a lot of the matter standing. "That will come out all right in the estimate," I replied. "I just want to see how much higher these other fellows are, so's to get a line on other jobs I may have to give out." I got dummies and samples of stock from all, and gave the three "master printers" - they are all prominent in the trade - a fair start. Here is the way they lined

Kelly										\$ 29	a	thousand
Pope	 									22		66
Johnson	 									20		44

Johnson accompanied his estimate with the offer to submit details of how he figured the job, such as hours composition, paper, printing and binding, and said further that if I wanted to divide the job up he would do any part of it on a new figure, which he would guarantee to be as low as the regular printer's figures, whatever they might be. This is what we called a "liberal offer," to be remembered when we had some other work to be done.

I told Kelly that he was \$9 too high. He did not appear to be disconcerted, nor did he ask me who had outbid him. Neither did he come out flatfooted and say, "I have made these figures carefully, based on the cost of doing work in my shop; if there is a lower bidder, we are not working on the same basis." No, he meditated a moment and remarked: "Well, I guess I can use some of the standing matter, and I have got a lot of that stock in the house. I'll do the fifty thousand catalogues for \$1,000 flat, if you'll O. K. the bill in ten days after delivery." He must have known our rule to deduct two per cent from all bills paid in ten days. But I didn't remind him of that. I was not working for him.

When Kelly's pressman reached the covers, he could not work the plates properly on the rough stock selected, and I was asked to choose a smoother finish. None of the alternative samples submitted were suitable, however, and after a lot

of haggling, Kelly agreed to have the covers lithographed on the original stock at an extra cost of \$20 for the whole job. A few days after deliveries were commenced, Kelly called me on the telephone to ask if we could use a few more of the catalogues than the order called for, that a mistake had been made in the count of the paper for the covers, and the lithographer had run off all the paper sent to him. As I expected another revision of the book at no distant date, I objected to taking the excess. "I made a mistake in my estimate on those covers anyway," said Kelly, "and if you'll take the overrun I'll make the price \$15 a thousand for the whole job." To all of which I agreed.

I have been witness to many brainstorms on the part of printers and engravers, but this seemed to me to top them all. This printer was clearly cheating himself, and I felt it my duty to tell him that when I had counted up the deliveries they totaled only sixty thousand copies, which, at \$15 a thousand, was \$100 less than the original estimate. "Better fix your bill," I suggested, "and tell your estimator about it," for which he thanked me and gave me a cigar.

Now, when you make a bull, it is a very good thing to pause awhile and think it all over before making another move, because there is likely to be another trap lying around somewhere ready for you. The first blunder rattles you, and the next one finds you off your guard. Kelly, being excited and humiliated, had a revised bill made out and carried it personally to - whom do you suppose? The auditor of my company, the last person he should have gone to with explanations, because the auditor of a big corporation is per se the man who ruthlessly chops and whittles expenses and looks with a cold eye on anything resembling a "revised" bill, when the revision is upward and not down. So, when Kelly told the auditor how he came to make the mistake, the latter had no eyes nor ears for anything but the fact that the bill was for a higher amount than a previous one rendered for the same service. When the printer had gone away in a funk, I explained the circumstances to the auditor, and said we ought to pay the new bill.

"Didn't he say he'd take \$15 a thousand if we took the excess catalogues?" he demanded.

"Yes," I returned, "but you know that's much too low."

"How do you know it's too low? If he gets his figures all balled up, and prints a lot more stuff than we want, are we going to take it, just to be good fellows? This bill is going to be vouchered for \$900."

And that is why the buyer of printing in a big corporation sometimes develops an ossified conscience, and why the master printer sometimes gouges the corporation by working in a ream or two of inferior stock with the good stuff and using wire-stitching instead of silk "by mistake."

Here is an example of a cock-sure printer who, although one of the very best in Manhattan Island, has an inordinate love for display, and tries to carry new customers off their feet by boasting of his plant and the big jobs he has secured from rich clients through his ability to turn out large jobs "over night."

During a certain presidential campaign the rival candidates were found to be users of the goods my company made, and I wrote an eightpage folder showing half-tone portraits of the two men, and telling about the merits of our product. I gave this printer two portrait photographs and the copy, cautioning him that the job must be printed from original cuts, and that I would give the quantity with the written order. We lunched together that day, and the printer asked me how many folders I guessed there would be. I replied that I did not know how the thing would take in some sections of the country, but that if my guess was a good one the edition might be one hundred thousand or so. "I wanted to know," said my host, "because I'd like to order the stock to-day, seeing it's a rush job."

"Don't order the stock until I send you the written order, with the O. K.'d proof," I cautioned him. When I reached my office I discussed the matter of the quantity with the sales manager, who remarked that his sales force was slow in sending out these special editions, and that if I sent out one hundred thousand copies of this one, they would be wasted. Ten thousand would be plenty, and if they wanted more they could order them.

The next day I got the proof, O. K.'d it and sent it back with the formal order for ten thousand copies, marked "Rush." In the meantime the printer, eager to sustain his reputation for doing hurry-up work, had ordered about a bushel of original and duplicate half-tones, 21/2 by 4 inches in size, ovalled, while my order was still in the mail. His mind, you see, was focused on that one hundred thousand plum. He had also bought the paper-stock for that quantity. When he got the order, which was typewritten, he handed it to the entry clerk, who knew that an order was coming from me for a large number of folders, and he assumed that the stenographer had failed to put in enough ciphers. He told me later that the "old man" had been talking about a one hundred thousand order, and he supposed it was all right, and he so entered it. (How is that for an entry clerk in a printing-office?)

When the job-ticket was handed to the proprietor of the printing-office for his approval, he must have had some flickering of doubt in the other part of his head, for he called for my order—so the entry clerk said—and after looking at it attentively said something in Yiddish that always starts a fight in Avenue A, and got busy with the telephone.

"No mistake here," I replied to his anxious inquiry. "The order has not been cut down at all; it says ten thousand."

a larger number of the folders "if they were needed," which, I may say, they never were. I hope, for his own sake, the poor devil didn't go a little further and print up the whole lot on the chance of my changing my mind.

I have dealt with a varied lot of tradesmen in my day and had a good many different kinds of merchandise made to order, but the job-printer is the only one who has shown himself to be lacking in ordinary business prudence. He has far too much faith in his clients, to begin with, and he



AN OPTIMISTIC VIEW.

Operator (humorously) — "Sure, they sell this stuff by the pound — just as we sell cuts by the square inch. But what a percentage they stick on for Art!"

Photograph by E. E. DeWitt.

"But, my good lord, I've ordered thirty original half-tones and electrotyped all the type-pages, and the paper delivered and everything," he shouted.

"Why did you do that? I told you the written order would give the exact quantity," I responded. Then followed the inevitable, "But I thought you said," and "You told me so and so," coupled with a wild appeal for assistance, which I could only meet part way by agreeing to take takes too much for granted in executing an order. Hungry for orders as a pike is for the glittering spoon, he recks nothing till he gets the hook firmly planted, and he can go neither forward nor backward. Among manufacturers I believe he is more weak-kneed than any of them. He is more afraid of what his competitors will do to him than he is of what will happen to him when he dies. I think if I was a printer I would do these things—among others:

Appraise my plant, lock, stock and barrel, and get some expert to show me how to arrive at an exact statement of my overhead expenses—my cost of doing business.

I would furnish no estimates unless the customer promised that all competitors would figure on equal terms.

I would not take a commercial rating on a new client, but I would go to the printer who did the last job. He will know.

I would have a receiving and shipping department that would be the envy of the whole town, for intelligent, quick work.

I would make service my hobby, and I would never lie to a customer to cover up my own blunders.

May be I would lose some business, but I would at least enjoy a profit on what business I did get.

THE PRINTER IS COMING INTO HIS OWN.

The average status of the printer in America has improved wonderfully. None know this so well as those who manufacture for the printers. It is a business steadily rising in public estimation. Printing is more and more coming to be recognized as the greatest ally of commerce and manufactures. Stop the printing-presses for three months and business would stagnate. This knowledge of the selling power of printed advertising should be unceasingly propagated by the printers. Their motto should be always before the public eye: "There is nothing so valuable to trade as printing."

On the other hand, the printers require more and more to know themselves that that motto is true. Let each cultivate a high appreciation of the value of his product to his customers. The printer is not always selling paper smeared with ink. Most of the time he is selling the breath of life to his customer's business. Consider the big publications. We are told that they are sold to the reader at cost of production, or less, and that the advertisers pay the profits. The publishers do not base their charges to the advertisers on the cost of printing and editing. They base their charges in a large degree on the value of the publicity and the returns the advertisers get from it. Wherever possible, the printer should use the same basis for estimating the value of his product.

It is not to be expected that all printers can rise to a position where they may secure what may be called a professional profit, as distinct from a mechanical profit, but many are doing it, and there is an illimitable, profitable field open to all who are able to practice the higher typography. We refer particularly to that class of printers to whom business men and merchants and manufacturers turn for advice, in matters of advertising, with the same readiness with which they turn to the lawyer, the architect and the doctor for advice in those professions.— The American Bulletin.

ITS FATHER.

The small child was talking to a kitten which she held tightly in her arms. A thoughtful pause caused her mother, who was sitting behind her, to pay some attention to what was coming next. "Kitten," said the infant, "I know all your little brothers and sisters, an' I know your mamma, but I ain't never seen your papa; I spec he must be a commercial traveler."—London Globe.

Written for THE INLAND PRINTER.

HOW THE CUSTOMER REGARDS THE PRINTING SALESMAN.

BY SIMON WISE



E'LL take a typical customer who spends a couple of thousand dollars a year, at least, on the printer. He knows that there are about ten men in town who would like to do his business, and, more than that, he has a pretty good idea of what each salesman

will do on a job. He has a layout for a dummy that will run seventy-two pages and a cover and he sends out word that he would like to see the boys. One by one they come in. Sometimes they get there in twos, and they are polite or not, according to their natures.

Salesman number one looks the job over, squints at the copy and shakes his head. The customer tells him what he wants and then the trouble begins.

"I want the headings in Inland Foster," says the customer.

"We don't carry that. Wouldn't Cheltenham do?" is the come back.

I don't know how many times I have run up against that. If I have gone to the trouble of finding out what kind of type I want, and have picked something that is fairly common, I am sure that something else won't do. One man is strong for Della Robbia; and another likes De Vinne, and every salesman has an idea that it makes no difference what type is used.

It does make a big difference; and although no job-office can be expected to carry every font of type called for, yet, if the job is big enough to warrant it, a little of the stuff can be bought. Think, too, of the difference it would make to the buyer if a man offered something of this kind. One man did for me once, and he's had all the business I could give him ever since.

The customer has shown rule-borders on every page. Now, I don't know, but I suspect that there is a prejudice in printing-offices against the promiscuous use of rules, yet I do not believe that it is wise for a salesman to tell his customer that he doesn't want them. The fact that he has shown them in the dummy is sufficient to settle that. Here is another queer thing: I never met but one salesman who would admit that the rules wouldn't join together in the finished job. I know they won't unless an electro is made, but they keep kidding the buyer on, telling him, "Oh, yes, that can be done in the finished job. It's only in the proof, before they lock up, that the rules don't meet."

The happy idea of a printing salesman is to take the dummy away with him and keep it for about three days, and then mosey in with it and make his price verbally. It won't do. We have to have figures in writing these days, and we need them quickly. It takes some time to get the boss to O. K. the issue of a booklet, and after that things ought to move along quickly. I am reasonably certain that it doesn't take over five hours to figure a job of the kind I am talking about.

Where the competition is as keen as it is in the printing business, there will be a lot of disappointed men on each deal; but it will pay the losers to keep smiling, and understand that they won't get future business unless they allow the buyer to decide who gets the order.

One of the funniest things the buyer has to hear is the line of criticism from the anvil chorus when the job is out. Some of the boys make it their business to get a copy of the booklet and come to the office to show how rotten the work was done. The buyer knows it; he is the first man to see the errors, and he isn't stuck on them either; but he knows that the knocker wouldn't turn out any better job. I had a case of this kind not so long ago. I had occasion to order a reprint of a book and gave it to the knocker, just to see what he would do. When the new job came out I counted the mistakes and made a parallel column of the first job and the second, and there wasn't three points difference between them. Some of the old errors had been rectified and some new blunders had been made. There isn't any such thing as a perfect job, and, in decency's sake, a salesman ought to leave his competitor's work

There are some crackerjack salesmen in the work, and it is a pleasure to meet them. Some day, I hope that I can take an interest in a plant that does pretty good work and go at the selling end of the game from a new direction. I know of man after man that is so busy with his regular work that he doesn't have time to think out ideas for his printing, and if a salesman would make up a little dummy, suggest the mechanical work, introduce typographical novelties along the lines of The Inland Printer's contests, he could get all kinds of business. It would mean the spending of a little time in getting acquainted with the customer's business, and more thought in the layout, but it would pay so well that it would be worth it.

In one point alone the printing salesman can help his customer, and that is — ink. This end of the business is so little understood that it always leaves a loophole for disappointment with the finished job. A salesman ought to know a lot about inks and colors and how they work up. If a man

is to have a three-color job for his cover, or even a two-color combination on the inside, the salesman would make a hit if he could suggest something besides red and black. The manufacturers of cover-stock have done a lot in the way of educating buyers in this matter, and these are about the only suggestions a buyer gets when he looks around for ideas. It is true that a printer can not tie up his presses making finished suggestions for his customers, but the salesman could easily make it his business to have a scrap-book of good stuff for the use of his customers.

Very few buyers of printing know that a printer will be glad to make up a dummy for him, even if there are to be other bidders on the work, and it is well for a salesman to use his discretion in making this offer to his trade; still it means a big help to the buyer and one that he appreciates.

A printer's reputation so often depends on the salesman that he will be wise not to allow the privilege of representing him to all comers. And you can't take a man out of the composing-room and make a salesman of him in a day. If the salesman will remember that he has a commodity to sell, and that he is selling it to men who are used to buying other commodities on a business basis, he will eventually succeed.

IN PRAISE OF PRINTING.

Of all laborers the printer is most worthy of his hire. The printer is the premier in the cabinet of King Commerce. Let him strike for a premier's salary.

What a blind, slow world this would be without printing! Shall the printer discount his importance in it?

Wherever you find a business man visiting his printer frequently, you will find a prosperous business man.

When the printer ceases to be a job-printer and becomes a trade developer, he is entering the area of larger profits.

Printers' ink widens the world of every business. If a business is worthy and managed well, printing is the next great factor in its success.

Quoth the printer: "For one profit which thou givest me, verily thou shalt receive an hundred — yes, a thousand — through my work." Let the printer's profit tally well with the service.

"Give me a fulcrum and I will move the earth," said Archimedes, inventor of the lever. Type is the fulcrum, and printing is the lever. "The world do move." But why move it for less than good profit?

Stop publication on the local paper, shut up the printing-offices, and how dead a town would be. The printer is It, and don't you forget it. Let the community know it all the time. You are manufacturing prosperity. Get your share of it and be sure that it is sufficient.

Printing is really that philosopher's stone sought for ages by the ancients. It is the foster-mother of great riches, the developer of trade, the keystone of the circle of progress. It transmutes ideas, energies and ambitions into gold. Shall the printer measure his product as another does his butcher's meat? — H. L. Bullen, in American Bulletin.

Written for THE INLAND PRINTER.

PROFITABLE OFFSET PRINTING.

BY CLARENCE W. DICKINSON.



HAVE read with much interest the article appearing in the September issue of The Inland Printer, under the caption "The Offset Press," and, after a careful analysis, believe this article would have been more appropriately headed "Typographic Half-

tone Printing." In referring to articles previously printed in various magazines regarding the offset press, the writer of the narrative mentioned early announces that "some of these articles are written by the people who are selling the press." This statement is undoubtedly true, but is it not a fair assumption that the manufacturer or user of an offset press is infinitely better fitted to criticize its output than one who has no financial concern in it, but is radically interested in the typographic process exclusively? It is quite apparent to the thoughtful reader that the writer of "The Offset Press" is himself vitally involved in the manufacture and sale of half-tones, as well as letterpress printing, which embraces the use of these same half-tones.

I assume that the manufacturer of printing is in the business for profit. I am also inclined to the belief that the buyer of printing, particularly the purchaser of catalogue printing, is desirous of having produced a book which will properly present his wares to prospective customers, and, at the same time, cost him a sum as small as is commensurate with a proper quality of printing and will curtail to the fullest degree the expense of postage. If my deduction is correct and the catalogue in question is replete with half-tones, expensive, heavy, enamel stock must be used where the principle of relief-printing is employed; or otherwise, regardless of how careful the workmanship may be, the pages will be nearly as legible on the back as on the front, hyperbolically speaking. This necessarily increases the mailing cost to such an extent that, if the edition be large, the expense is prodigious.

I do not believe any offset-press salesman who thoroughly understands his business will claim that it is possible to produce a half-tone by the offset process and accomplish the identical results which are obtained from the same half-tone when executed on a typographic machine, particularly if rough paper is employed in the offset process and highly enameled stock on the cylinder printing-press. In the latter there is a cold, hard,

glossy effect, which is so extremely trying to the eye, that the book thus printed must be held in a certain position, or otherwise the rays of light will strike it at such an angle as to make the subject well-nigh indistinct.

Every printer who has handled enamel stock knows full well the amount of care necessary to be exercised throughout its entire course through the factory. Slow speeds, to avoid picking, specially prepared ink, slip-sheeting, and an almost unlimited amount of time, are required in every department in order to produce a satisfactory job. This is all thoroughly expensive. It is to surmount these obstacles that the offset press opens up an avenue of relief to the printer doing this class of work. It enables him to eliminate slipsheeting entirely. Racking of the printed product in small "lifts" can be dispensed with. After passing through the press on its first side, the stock can be almost immediately sent through the machine again, to be "backed up," without any liability of "smutting," when the surface printing of the offset press is employed on rough papers. Qualities of stock totally unknown to the typographic printer can be successfully utilized by the offset printer, affording him unique talking points for his sales department when soliciting a catalogue job. Stock which will micrometer the same thickness as a highly enameled paper, and yet weigh materially less, brings down the cost of the paper-stock, even though sold at the same rate per pound. This feature furnishes a further advantage to the offset printer, as it materially reduces the postage his customer must pay.

Accompanying the article "The Offset Press," in the last issue of THE INLAND PRINTER, were two inserts which the writer of the articles used to illustrate his point. I have scrutinized these inserts very carefully, and find that the greatest care was used in the make-ready and printing of the half-tones on the flat-bed press. The stock used was radium enamel paper, which is one of the best grades of enamel stock handled by one of the local paper houses, and sells for 81/2 cents per pound. It is very evident from the appearance of the job that an extremely high-class halftone ink was also used in the printing. The offset sample produced from transfers from these same half-tones was printed on a cheap laid stock, which is listed in the catalogue of the paper house which sells this particular brand for 6 cents per pound. The difference in the price of the paper alone is evidence of the unfairness of the illustration. A careful scrutiny of the offset job shows that an extremely poor transfer was secured from the originals, owing to their condition when delivered to the offset printer. In fact, the work has

every evidence of the transfers being pulled from the half-tones after they had been run for several thousand impressions on the printing-press. This condition would preclude the possibility of obtaining the good results that would otherwise accrue had the cuts not been subjected to this considerable wear prior to having transfer impressions taken from them. Had stock of the same price been used and an equal amount of care exercised in both cases, the comparison would have been entirely different. In his article the writer stated that the concern which printed the offset job did not know it was to be used as a sample insert. This in itself is quite significant, when the reader stops to think that the plant which executed the half-tone job on the letterpress was undoubtedly fully aware of the purpose to which the job was to be put. As a matter of fact, it is as unreasonable to compare an offset job, printed on rough paper, with a letterpress job, printed on enamel stock, and declare that one job is better than the other, as it is to compare a steel-die letter-head with one which has been lithographed and pronounce one superior to the other. There is no comparison. It is simply a matter of choice, and either may be exquisite in its class.

My claim for the offset press, and I believe it is the claim of every fair-minded person interested in this machine, is, that results can be produced and effects accomplished through the means of offset lithography that can not possibly be duplicated or even approached in letterpress printing. Any printer who understands his business would never attempt to print a half-tone on a piece of rough stock on a letter press. He knows it can't be done with any degree of success. This work can be done on the offset press.

Highly finished enamel stock has been the bane of the printer for years. He would willingly and gladly purchase any grade of paper other than enamel stock if he had some means whereby he could produce printing replete with half-tones which would be as salable and be received with as great favor by the catalogue purchaser as the present enamel stock. This is due entirely to the innumerable perplexities which abound in executing a piece of printing on highly coated papers, which difficulties are only too well known to the concerns which are compelled by their present processes to use it. The offset press opens a field whereby the printer can entirely eliminate enameled papers, and use the same priced papers in good grades of antique finish, eggshell book or any stock with a hard surface, which papers are now completely barred from half-tone letterpress printing.

In speaking of production the writer of "The

Offset Press" is evidently not familiar with paper sizes, as he states, in referring to the offset press, "the size of the sheet which can be successfully printed is a great deal smaller than work of the same character can be printed on a printing-press." As a matter of fact, there are three reams of bookpapers of a size 25 by 38 sold by the leading paper houses to one ream of 38 by 50 or larger. There is not a make of offset press built that will not take a 25 by 38 sheet of paper. His argument is, therefore, not justified by facts. There is not an offset press built but what will operate at a much higher speed than a typographic press. manufacturer of the offset press which has had the largest sale is willing to guarantee a speed of five thousand per hour. This speed, with the additional elimination of slip-sheeting, racking and extremely careful handling which is required in enamel-paper printing, brings down the cost of half-tone production to a degree that will startle the unbeliever who is satisfied to continue in the future, as he has been in the past, resting in his self-satisfaction on the statement "it can't be done."

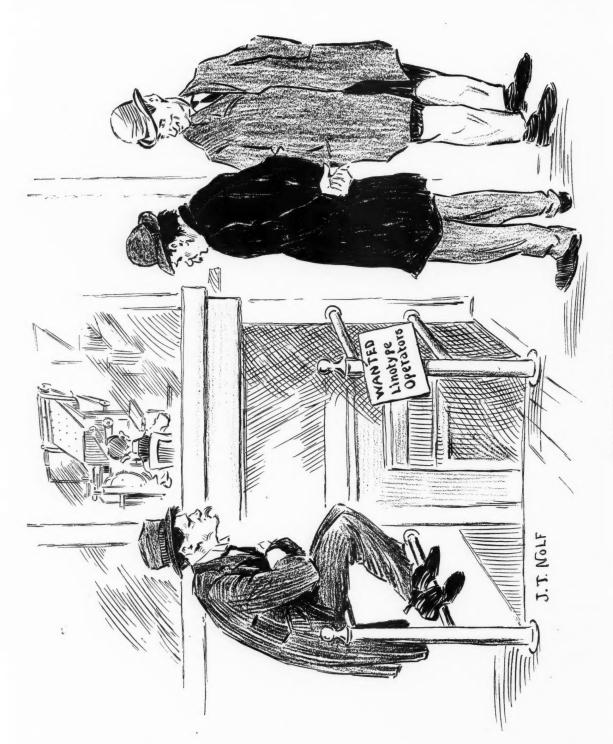
It has been my pleasure to see within the past six months several very beautiful catalogues, announcements and hangers produced from halftones by the offset process, on rough and hard papers that could not be used by the letterpress printer. That these jobs have given satisfaction is evidenced by the fact that the purchasers have announced that they will have no more half-tone work printed on the eye-trying enameled stocks.

The offset process is new, and, of course, like all new things, will be looked upon with considerable skepticism by some. We can all remember when we were satisfied to spend twenty-eight hours on the train in traversing the distance from Chicago to New York. We recall the distrust with which we received the announcement of the eighteen-hour train. This is all past. We now ride on the eighteen-hour train with every feeling of security, and would welcome a fifteen-hour train with the same spirit of confidence. This is an age of invention and progress, and the laggards are going to find themselves in the embarrassing position of watching the procession of twentieth-century printers pass by, leaving them, in the words of Kipling, "A mile and a half behind."

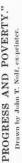
A GENEROUS GIFT.

[&]quot;You may say what you like against young ministers, but I have nothing but praise for our young pastor," the pompous Mr. Brown remarked, as he passed out of the church. "Nothing but praise!"

[&]quot;So I observed," dryly retorted the deacon who had passed the plate.— Harper's.



" PROGRESS AND POVERTY."
Drawn by John T. Nolf, ex-printer.





A. H. McQuilkin, Editor

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SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50, payable always in advance. Sample copies, 30 Cents; none free.

Subscriptions may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars and sixty cents: to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfill honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for

FOREIGN AGENTS.

W. H. Beers, 40 St. John street, London, E. C., England.

John Haddon & Co., Bouverie House, Salisbury square, Fleet street, London,
E. C., England.

Raithey, Lawrence & Co. (Limited), De Montfort Press, Leicester, England.

Raithey, Lawrence & Co. (Limited), Thanet House, 231 Strand, London,

W. C., England.

PENGOSE & Co., 109 Farringdon Road, London, E. C., England.

Wi. Dawson & Sons, Cannon House, Breams buildings, London, E. C.,

England.

PENROSE & CO., 100 Exercises of the Company of the

EDITORIAL NOTES.

URDOCK, printer, editor and congressional insurgent, invented a new word when he hurled "standstiller" at a political opponent. There are hosts of "standstillers" in Murdock's old business, and they are known by their proneness to do work for less than cost.

Among things noticeable is the growing belief in the future and dignity of the trade. From the employees' standpoint commercial printing is fast becoming one of the high-wages trades. Coincidently, or perhaps as a result of this, employers are beginning to see that they, too, can make some money out of the business - that there should be a profit on even a compositor's work. All this may be very sordid and rather low in the scale from an idealist's viewpoint, but it is the foundation for that dignity which will give the trade a standing somewhat commensurate with its service to society.

"THE Man and the Field" is the title of a subdepartment of the service THE INLAND PRINTER has been giving the printing trade. It appears in the section devoted to newspaper work. Its purpose is to present the opportunities in the newspaper field to the right men, and to present the right men to the opportunities. The commercial printers have discovered this service to be of farreaching value and seek to have it extended to that line. THE INLAND PRINTER is nothing loath, and prints elsewhere descriptions of opportunities in the commercial printing field for the right man. Printers who are looking for business opportunities should correspond with The Inland Printer. We are quite willing to be a clearing-house for the "good things."

It is a profitable privilege to occasionally look at ourselves through the spectacles of others. Elsewhere a purchasing agent tells us of how some printers appear when seen from the other side of the desk. The first case cited in the article "Business Blunders by Printers" is conventional in its principal aspects. The second incident, however — where the printer prepared for a hundred thousand run on a ten thousand order - is rather a novelty. Inquiry proves it to be the recital of an actual occurrence in a large city. Those guilty of such "bad breaks" suffer for them, but the pity of it is they do not suffer alone. Our contributor shows this when he says that in his large establishment no one "would think of taking a job-printer seriously." Fortunately, the discussion of business methods is bringing about a better condition. Individual printers are becoming

more careful, a code of ethics is slowly but surely permeating the craft, and we are making rapid strides toward the plane where the world and his wife will have sufficient appreciation of the printer and his work to take him seriously — to know that he is an essential entity in the industrial scheme.

Go to the Cost Congress.

Following the example of last year, the second International Printers' Cost Congress is being held at a propitious time. It falls immediately after the first spurt of business following the summer dullness, and yet is far enough away from the first of the year to permit those who are enlightened to determine whether they will introduce a cost system during the coming year of grace -1911. There is little doubt that the attendance will be fully up to the mark set by the first congress, which met in Chicago during October of last year. The interest in cost-accounting displayed at that time rather astonished many of those most concerned in advocating the subject. There is no reason to believe that there has been an abatement of interest in the meantime. On the contrary, all signs point to a steadily increasing interest. Whether this interest is of the quality that breeds sufficient enthusiasm to make a man drop his work and journey to St. Louis, the attendance alone will tell. A year ago there was considerable curiosity in some quarters to ascertain exactly what the Ben Franklin Clubs and the United Typothetæ were talking about when they were iterating and reiterating the need of cost accounting in printing-offices. Some of those whose curiosity impelled them to attend the Chicago meeting may be deeply involved in the problem as it applies to their establishments, and think they have nothing to gain from listening to speeches or addresses dealing with generalities.

Immersed in details as these men are, they lose the proper perspective of the value of generalities and overlook the fact that such a gathering affords almost limitless opportunities for private talks and discussions where light can be shed on the details that perplex. The much-abused "glittering generalities" play an important part in movements of this kind. Under this head come those elements that inspire enthusiasm — strengthening the faltering and rousing those firm in the faith to new interest. The speakers and discussions will develop points of view that will prove novel to the veterans in cost accounting. So it will be good for all to be at St. Louis. The man who is not quite sure whether cost-accounting is feasible and would be good for his business, will be told some profitable truths and meet men who were in the same valley of doubt a year or so ago. The confirmed advocate of costs may get pointers that will more than pay him for his time and trouble.

Then there is the great question of establishing a standard system. Cost schemes may be all right in an individual office or a hundred offices, but what is needed is a general scheme whereby the entire trade will be benefited. Looked at from that aspect the question is a social one—one that can only be advanced by the trade as a whole, acting through meetings at which all are welcome, and many accept the invitation. From the standpoint of the trade at large, standardization—as near as may be—is an absolute necessity. The cost commission has done its share in issuing a hearty invitation, and it should meet with an enthusiastic response from the trade.

The School for Pressmen.

Knowledge of the usefulness of trade or technical education has made many strides in the past few years. In 1902, when The Inland Printer Technical School was started, a pressroom equipment was provided, but that branch languished for want of support. This despite there being those who averred that students in the press department received more benefit than those in other departments. The scheme did not meet with opposition; cold indifference was what laid the effort low. The pressmen did not seem to appreciate the need for trade education, either individually or collectively. A perusal of the proceedings of the recent convention of the international pressmen's union shows that a change has come over the dreams of many. There was a lengthy and intelligent discussion on the question of establishing some system of trade education. Among those favoring the proposition we find the names of those who wished godspeed to The Inland Printer school eight years ago. The old spirit of indifference was in evidence, and it was warmed into opposition. But the proposal to go on with the school was carried by a vote of 165 to 68. Strangely enough, the chief spokesmen for the opposition was a press feeder of mature years. He estimated the cost of the school to the union at \$12,000 a year, and regarded it as a waste of money. In his opinion it was the duty of manufacturers of machinery to keep demonstrators for the purpose of teaching pressmen, and he laughed to scorn the idea of learning anything about a trade through the medium of correspondence. Those in favor of the new department took the view that the union was bound by every consideration to provide competent workmen. Through the talks of these pressmen there ran threads showing an appreciation of the moral obligation owing employers, and a knowledge that if the union did

not provide competent men they would be secured from other sources.

This view was admirably voiced by President Berry in defending the correspondence section when he said: "Suppose that down in Kokomo, Indiana, or in other small cities where the members are at a greater disadvantage in the matter of technical education than they are in the big cities, an employer comes to the foreman and says, 'John, I am going to put in a certain pattern of machine next year.' John does not know anything about the machine, but he can write to the school, get the drawings of the press, get instructions as to how to make-ready, how to operate and how to do the entire business. Then when the machine is established in the office he will be familiar to a very great extent with its operation and can work out his salvation more easily than he could if the press came and he had no previous knowledge of it."

Even more significant of the growing interest in trade education is the manner in which printing-machinery manufacturers came to the assistance of the union. Mr. Cashion, chairman of the committee in charge, said the enthusiasm and liberality of the manufacturers surprised him. There were offers of equipment and material amounting to \$50,000—more than could be used.

Though the introduction of the offset press appears to have had a great deal to do with this quickening among the pressmen, yet the new movement has for its foundation a much broader basis than the mere desire to master that one machine. We congratulate the pressmen on their enterprise and wish them success in their ambitious undertaking.

YANKEE NEWSPAPER PERSISTENCY.

An amusing story is told of Winston Churchill, England's home secretary, who has made Scotland Yard give the press access to some of its secrets. One week no fewer than forty-seven American correspondents called on him at the board of trade offices for an interview on the American tariff, and as none of them had sufficiently good credentials he refused to see them. Finally, a correspondent came with a letter from Mr. Lloyd-George and him Mr. Churchill saw gladly.

"Do you know," he said to the young man, "that I have refused to see forty-seven of your compatriots on this very subject?" "I ought to know it," the correspondent answered, "for I'm the whole forty-seven!"—Fourth Estate.

SAUCE FOR THE GOOSE SHOULD BE SAUCE FOR THE GANDER.

A Kansas editor sarcastically announces that he wants to buy a sack of flour, a pair of three-ply-button trousers and a straw hat, and that he is ready to receive bids on the same. He says that is the way the merchants do when they want \$2 worth of jobwork.—Atchison Globe.

Written for THE INLAND PRINTER.

LANGUAGE WHIMS AND FALLACIES.

NO. IX .- BY F. HORACE TEALL.



NE of the most whimsical features of the English language as written and printed is the variation in the use of capital letters. German and French have usages invariably "understanded of the people," so that differences found in print are negligible, if not

absolutely lacking. But the German uses more capitals than English people will sanction (though once, for a long time, English practice was much like German), and the French has small initials in many words where few English-speaking persons would tolerate them in their own language. Who ever saw in English print such a form as "english print," "french language," etc.—unless maybe in some old print of a time when French forms may have been current? It is probably little doubtful that most of us have never seen such use of small initial letters. One example of them may be cited. The writer stopped here and took up a book a reprint of Cotton's translation of Montaigne's Essays. Very soon he saw something about a "gascon gentleman" and "latin laws."

Montaigne lived from 1533 to 1592, and of course, with all the world of his time, thought and cared very little, if any, about formality as to using capital letters. In this respect he closely resembled many of our most scholarly contemporaries, who are mostly, however, idiosyncratic enough to insist sometimes upon certain uses that seem best to them, whether they are widely current or not. Montaigne quoted classical authorities very liberally, illustrating thereby, very forcibly, the fact that men of one age are very much like men of any other age. We, in turn, may quote one of his sayings: "Man is a marvelous vain, fickle, and unstable subject, and on whom it is very hard to form any certain or proportionate judgment." By man he means mankind in general, but this is simply another way to say individual men. This quoted sentence may seem at first very irrelevant to our particular subject, but does it not state a never-ceasing fact, and is it not a fact that includes every detail of men's action? If so, we may be pretty sure that men will always differ in their use of capitals.

Our readers would profit very little from this writing without some practical suggestion, but a formulation of rules is not germane to our purpose. Undoubtedly a better set of rules than any yet made is possible, but the very best rules would not be anywhere near universally acceptable. It

is a subject on which the present writer has studied for many years, yet he does not feel at all confident that his rules, if he made them to fit exactly his preferred practice at all points, would suit anybody except the few who already think just as he does. Too many capitals would be indicated for a great many people, and too few for many others.

An incident amusing and instructive to the writer occurred after writing the second paragraph of this article. He asked an accomplished woman teacher of English what her rules would be for capitalization, and her first suggestion was so striking that the discussion went no further. What she offered as the most important step was the establishment of the use of small initials in adjectives from proper names - as american, french, german, english, scotch. Lack of time prevented inquiry whether the intention was really as inclusive as the words indicated. The rule so worded would tell us to write washingtonian, meaning pertaining to Washington, bostonian, parisian, jacksonian, jeffersonian, etc. It seems certain that this will never be common English practice.

Much confusion is engendered by rules, in style-cards and style-books, which are made without sufficient thought, and thus are fallacious. Such rules are especially unfortunate because they are not understood alike by different people. Such a rule as found in one style-book, and copied in others, is this: "Words of common usage derived from proper names, such as macadamized road, brussels carpet, merino goods, paris green, etc., should not be capitalized." Very evidently the writer of this did not know how to exemplify his own rule, for Brussels and Paris are not "derived from proper names," but they actually are the proper names themselves, with no hint of such a thing as derivation. It is certainly true that many people print brussels carpet, paris green, and even plaster of paris; but they do it because they misapprehend the nature of the terms, and such practice is as erroneous as any such thing can be.

Three large American dictionaries indicate fixed use of capitals, by capitalizing in their vocabularies only the words their editors find established in this form. No one of them recognizes the lower-case letter in any such term—Brussels carpet, Paris green, plaster of Paris, and all similar names are capitalized in all of them. Undoubtedly this is authority far outranking the sporadic and negligible opposite usage. In the making of each of the three dictionaries, these matters were determined through consultation among a carefully selected body of scholarly men, in each case governed largely by research in many of the best books to determine the predominant

usage. I know that this is so, for I was a member of the editorial staff all through the making of each of the three dictionaries.

Notwithstanding the highly authoritative nature of the dictionary records, no one of them has been made systematic enough to make a close adherence to its practice thoroughly satisfactory. Reasons for this are not hard to find. The main reason is the fact of confusion in literature. Dictionaries are records of what is actually in use, not of what is thought to be best for use.

Some words derived from proper nouns are in common use in such a way as to deprive them of the particular aspect that is noted by capitalizing. These words - they are few - would justify such a rule with some restriction, but do not justify it as made, for it is far too uncertain for easy and uniform application. When such words become so common that they do not carry the unavoidable thought of the proper name from which they come, capitalization is not needed, and is hardly ever used, and this is true even in some cases where every one knows that they originate in proper names. No one thinks of the country China when speaking of china dishes, for instance, and probably mention of macadamizing seldom connotes the man Macadam to one's consciousness. Words that may be perfectly correct either way are herculean and procrustean or Herculean and Procrustean, the first forms denoting simply action or quality of the kind attributed to Hercules or Procrustes and the capitalized words recognizing the persons directly. But who ever thought of writing promethean? Possibly some have done so, but it is certainly not a well-known usage, solely because the word has not the adaptability to express a common idea. On the contrary, no one can attach any sort of common idea to terms like Paris green or plaster of Paris. Such names always must convey the idea of connection with the place named in them, and thus do not become common in the sense meant in making the rule.

One more rule that may be called fallacious without fear of much dissent, at least from persons who will not decide hastily and will not persist in maintaining ill-founded opinions, is this: "Capitalize all words of primary importance, such as indicate great events or remarkable occurrences, as the Crusades, the Middle Ages, the Revolutionary War, the Rebellion." No sentence is ever written without a word or words of primary importance, and the maker of the rule would not capitalize all of them. Of course he meant only such words as those in his examples, but he does not say so. And even if this assertion is hypercritical, because it ignores his evident intention, the qualification in the latter clause of the rule is

inadequate, as one of his examples, plainly meant to indicate capitalizing of all similar terms, is not the name of an event or an occurrence. Such rules are made by almost every one that makes rules, and they often lead to such absurdity as is seen in First Century, Second Century, which use of capitals was actually made in the first two volumes of an encyclopedia, but not in the later volumes.

This kind of criticism of current capitalization could be continued indefinitely, but its continuance would not be profitable. One practical result is possible from thus calling attention to the subject, and it will be secured wherever those in authority will be careful not to make rules that are sure to be differently construed by different persons.

(To be continued.)

INEXPLICABLE LACK OF JUDGMENT.

Why is it, after so much has been said and written about the cost of printing, that serious discrepancies in price estimates continue to prevail?

A manufacturer recently took the writer into his confidence. In July he asked for estimates from two printers in excellent standing for printing an edition of his catalogue from plates, on paper furnished by himself. It was only a presswork proposition. One firm, that had done the work very satisfactorily a year before, bid \$185. The other firm, which could not claim any superiority or a better reputation, bid \$285. It was thought that some error had been made inadvertently, but the highest bidder stood by its figures. A year before, the binding, done separately, had cost \$57.50, so that, apart from the cost of paper, the catalogues would have cost the manufacturer \$242.50 or \$342.50; but he procured figures from a printer, who also had a bindery, whose estimate was \$225 for printing and binding. Two hundred and seventy-five dollars would have been a reasonable price. If the binder's price was right the successful bidder did the printing for \$167.50.

The same manufacturer had a few cards printed from plates for \$6.75, on which another printer bid \$12. This again was mainly a presswork job, the stock costing actually \$1.92. Eight dollars would have been a reasonable price. Again, on an eight-page circular from plates, paper supplied by customer, another job of presswork, folding and stitching, the difference between two bids obtained from prominent members of a Franklin club was a little over one hundred per cent!

Usually the blame of errors in estimating is placed on the composition, but in these instances the composing-room had nothing to do but impose the plates. The firms that quoted excessive prices are not a whit more wise than those who quoted low. In fact, the low bidders were more near the correct prices than the highest bidder. Low prices prevent profits, but excessive prices drive away trade.

In the case of this manufacturer there was every disposition to pay a fair price for good work. He demands and receives fair profits on his own manufactures. He knows from long experience that the catalogue in question is immensely profitable—that from an expenditure of about \$1,200 for plates, printing and postage he will receive orders running into tens of thousands of dollars which he could not get any other way unless he employed salesmen who in one year would cost him five or six times the cost

of his catalogue. He knows from experience that printed salesmanship is the most economical of all kinds of salesmanship. He wonders why people whose work brings him such unexampled profits are so frequently so unintelligent as not to have any standard by which to charge for their work.

After the above was written the writer was shown three estimates for another small catalogue issued by one of America's biggest advertisers. The figures were \$550, \$850 and \$1,020. Think of that!— Henry Lewis Bullen, in American Bulletin.

PETER DIDN'T LIKE BREVITY.

L. M. Powell, of Negaunee, Michigan, sends S. E. Kiser, of the Chicago *Record-Herald*, the following letters, which were found among the papers of the late Peter White, of Marquette:

MILLINOCKET, ME.— Dear Sir: I heres you was putting up a new sawmill, so I though I would drop a line to see if you wanted a shingle sawyer. I guess I can saw as many shingle as the next man. I have been sawing for four year. If you want me please let me know and when you will start. I shall come as soon as you want me. Write soon and let me know what you think about it.

Peter Lauritsex.

Millinocket, Me., care Crockett Camp.

II.

MR. Peter Lauritsen, Millinocket, Me.—Dear Sir: Referring to yours of the first instant, would say that we are not in need of a shingle sawyer at this time. Yours very truly,

KATAHDIN PULP & PAPER COMPANY.

Dict. H. H. R.

III.

Dear Sir: You wrote me a letter but she was so short I don't know what to say. You do not say if you wanted a shingle sawyer or not and when you was going to start. I guess you do not know anything about a shingle mill and I guess you do not know how hard it is to get a good shingle sawyer. As you answer me so short you can go flying plump to Hell you great big fool.

Answer this if you like to.

PETER LAURITSEN.

Millinocket, Me., care Crockett Camp.

ADVERTISING.

Advertising! Is there another word in the language of commerce which opens up such vast possibilities, and which is yet applicable to and profitable in the smallest business? And, practically, all advertising centers in some printing-office.

It is strange, beyond belief, that printers do not, in a greater measure, apply the stimulus of advertising to their own profit. Very few of them advertise; fewer, still, advertise effectively.

If you are an advertiser in any degree, we congratulate you. Give advertising your constant thought. It is the science of anticipating the wants of the people, and every one in business needs printing.—American Bulletin.

HIS ANSWER.

I took her out in my new canoe
As the summer's day toward evening drew,
A wooing, bashful lover;
I kissed her on her lips divine,

And asked her softly to be mine — When the durned old boat turned over.

- Lippincott's Magazine.



WINTER SCENE IN JACKSON PARK, CHICAGO.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

A COMPARISON.

To the Editor:

CHICAGO, August 29, 1910.

In your August issue I note quite an interesting article entitled, "Shoemaker, Stick to Your Trade," and when finished reading I turned over one page and the first thing to notice was the cartoon signed J. T. Nolf, entitled, "Blacksmith," with some explanatory remarks beneath the title.

Is the young American apprentice to take this literally?
— and a majority of them will. If so, then it is a fact that
the young man who has education and refinement enough
to take a pride in himself, has tackled the wrong proposition when he decides to become a printer.

An apprentice in one of the largest plants in the country was asked, not long ago, by his instructor, whether or not he chewed tobacco, and, upon receiving a negative answer, he immediately informed the pupil that he would never make a printer.

Is it absolutely necessary that a man have tobaccojuice running from the corners of his mouth; have a flowing red nose and be called a blacksmith if he should wear a white collar, to become a successful printer? It certainly seems so.

There is no business that there is any more need of well-educated fellows than in the printing business, and yet the majority of the apprentices now working at this trade are fellows that have no desire whatever further than "learning a trade," and very few of these have even the grammar-school education. If the above is not a fact then why is it that other trades requiring brains are kept pretty well filled while the printer is continually harping for apprentices?

It seems that the printers of to-day would much prefer using the kind of help that ran the shops of yesterday than to train the right kind that will have to run the ones of to-morrow. And this is one reason for quite a few taking the same route taken by your "gent with the high collar."

ROGER FORD.

"THE MAN AND THE FIELD"—BUSINESS OPPORTUNITIES IN THE PRINTING TRADES.

THE INLAND PRINTER lends its good offices to bring into communication men who are seeking opportunities in the printing business and printing concerns which are looking for the right kind of men. Following are some of the opportunities now open:

No. 1.

I own a job-office that stands me in between \$4,000 and \$5,000. The plant includes a Cottrell Pony, 19 by 22; Colt's Armory (new), 14 by 22; Gordon, 12 by 15, lever paper-cutter, card-cutter, perforator, stapler, rule and lead cutter, miterer, a well-selected lot of type, mostly in series (about 150 fonts), abundance of rules, leads and slugs; in short, the best

office of its size in the State of Vermont. The town has close to two thousand inhabitants. There are three job-offices in town, including mine, and we work in perfect harmony. We have a scale of prices for commercial work that each stands by, and neither attempts to induce the other's regular customers to change. We never solicit work. We get the best of prices.

This is a manufacturing town with a large amount of printing. But a very big item is lithographic or offset work, and that goes out of town. Most of the labelwork and practically all the stationery for the ten (10) mills (five of which are knit goods and one woolen cloth) are lithos. I have been promised all this work if I will install an offset press. Then, again, the wax or paraffin-paper mill is turning down orders for printing almost every day. You see, wax paper must be printed before it is waxed; that is, printed from a roll and rewound. They just turned down one order from the Dupont Company, of dynamite fame, of sixteen million impressions, and of the Colgate Soap Company for a five-million run. One concern in Boston has practically a monopoly of this class of work, and since this concern has recently gone into waxing paper itself, the other mills feel sore and would transfer their work elsewhere, if possible.

I have been in the printing business nearly forty years, and know practically every branch of it. I want a partner with \$3,000 to \$5,000 to go in with me and install an offset press and a perfecting press of the Kidder class to capture this big line of work. For instance, the ruling price for bread wrappers, for which there is a big demand, is 33 cents per thousand. These, worked four-on, at the rate of eight thousand an hour, or thirty-two thousand single, would come to \$10.56 an hour. Here is good money for a man who need know little about the business, since he can do the office and outside work, while I am capable of handling the inside. Let's get together.

No. 2.

I have an exclusive job-shop in a growing college city of eight thousand, in Montana, and am doing a profitable business, with the best of prospects for the future. Have been established seven years, and have the reputation of doing the best work in the city. I am badly crippled with rheumatism, so that I can not give the business the work and attention that it requires. To the right man I will either sell the whole or a half interest, or would lease the shop with the option of purchasing same. A good practical printer who is a rustler could run the shop with the assistance of a two-thirder, which is what I am doing, and would make a good thing out of it. Business could be increased by soliciting. If this reaches the eye of a practical printer who is ambitious to engage in business for himself, this is his opportunity.

No. 3.

I should like to inquire whether you can put us in touch with a man capable of managing a printing, bookbinding and engraving plant, employing from one hundred to one hundred and fifty operatives, and earning a net income of something like \$50,000 a year, in one of the largest cities of Canada. Such a place is likely to be vacant in the near future. The remuneration would become a secondary matter if the man had the desired qualifications.

No. 4.

I am the secretary of the Commercial Club of a progressive city in We are seeking to secure the location of a pressroom and printing-office here, especially for the printing of books and periodicals. At the outset an investment of perhaps \$15,000 would suffice, and it is possible that some stock in the plant might be placed locally. The conditions are about as follows: A printer here is the owner of two Linotypes and has two others under lease. His work is largely shipped out of the city, but most of it could be handled locally. At this time this would amount to \$5,000 a month. Should the press facilities warrant, he would put in two more Linotypes. A monthly industrial journal of forty-eight pages, with twenty-five thousand issue, is set by him, and is apt to expand to seventy-two pages with sufficient press facilities. Another well-established journal of thirty-six pages would also expand. The Commercial Club will soon issue a monthly journal and the state retail merchants' association will issue a regular bulletin. We have 110 manufacturing and sixty-six jobbing concerns, a number of which issue catalogues regularly, most of which are now printed elsewhere. We have a convention city, and with the facilities would get the printing of annual proceedings. This year's meetings include: state pharmacists, state bankers, Y. M. C. A. of two States, German associations, Grand Lodge Odd Fellows, Red Men, Knights Templar, state medical society, state retailers' association, etc. We have no competition within a long distance. I shall be pleased to correspond with any one wishing further information.

THE MISCHIEVOUS PRINTER.

David Maroney, a well-known farmer of east of this city, was decently wedded to Miss Ethel M. Richey, at Jerseyville, Illinois.— Nevada (Iowa) Journal.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

ENGLAND.

Mr. WILLIAM DICKS, of Leyton, died July 6, aged seventy-seven. For sixty-six years he was in the service of Straker Brothers, Limited, printers, of Bishopsgate.

MR. HENRY SELL, a well-known advertising agent and the founder of "Sell's Dictionary of the Worlds' Press," and director of King, Sell & Olding, printers, died at Eastbourne, July 22.

AFTER holding the office some twenty-five years, Major Vane Stowe has resigned the secretaryship of the London Master Printers' Association and the Master Printers' Federation. He is succeeded by Mr. Reginald Lake.

THE late Sir George Newnes, founder and chairman of George Newnes, Limited, publishers of *Tid-Bits* and the *Strand Magazine* and proprietor of the *Westminster Gazette*, left an estate valued at over \$860,000.

MR. ARTHUR LLOYD, director of Edward Lloyd, Limited, papermakers and proprietors of Lloyd's Weekly News and the London Daily Chronicle, who died on June 18 last, left an estate valued at over \$960,000. Of this about \$625,000 is devised for charitable purposes.

PLANS are being prepared for a new building for the London City Council School of Photoengraving and Lithography, to be erected in Bolt court, Fleet street. It will be a four-story building and will be very comprehensive ints accommodations, with rooms for all departments of these arts, together with a museum and a lecture-room seating one hundred.

THE Oxford University Press sustained the total loss at the recent fire at the Brussels Exposition of a fine collection of books. Messrs. Waterlow & Sons and Carl Hentschell, Limited, both London firms, also lost their exhibits. A collection of Chinese wall-papers, dating from the eighteenth century and unique in the world, was also destroyed in the British Industrial Hall.

MESSRS. HARRISON & SONS, of St. Martin's lane, London, "printers in ordinary to the king," have held for one hundred and twenty years the contract to print the London Gazette, the official paper of the city. The contract for printing the United Kingdom's postage-stamps has just been awarded them. For thirty years these have been printed by Messrs. Thomas De La Rue & Co., whose contract expires with this year. Seventeen million stamps are used daily by the British postoffice.

THE secretary of a printing concern in the Province of Quebec, Canada, advertised in London trade-journals for an all-around printer to come to Canada, and now, in a letter to the *Printers' Register*, he expresses surprise that, though he "offered \$10 a week to begin with," he could not get any desirable men to come on. He says, incidentally: "Numerous inquiries among brother printers and publishers brought the response that they could not get all the efficient help they needed." Of course not, if \$10 per week is the best bait that is offered to induce good printers to emigrate from England to Canada.

THE British Postoffice Department has issued this notice to the public: "It has been observed that the initials 'U. S. A.' are sometimes used to indicate the country of destination of correspondence for the Union of South Africa (which comprises the provinces of the Cape of Good Hope, Natal, the Orange Free State and the

Transvaal). These initials are customarily used as an abbreviation for 'United States of America,' and their use as a contraction for 'Union of South Africa' should be avoided, as likely to lead to confusion. It is sufficient if, on correspondence for the Union of South Africa, the name of the town of destination be followed by that of the province of the Union in which it is situated."

THE British consul at Vera Cruz, Mexico, in a recent report, makes a statement which, though it comes in a round-about way, it is to be hoped is true, as it is time something were done in the line indicated: "It has recently been reported that an association has been formed in London, the object of which is to persuade manufacturers to conform to mutually agreed standards in the size and arrangement of the price-lists and catalogues, and facilitate reference to these publications by the systematized classification of their contents. While shape and size of catalogues may seem a small matter, any one, especially a consular officer who has attempted the classification and arrangement of catalogues in general, will appreciate the great difficulty of making anything like an orderly collection of them. The result is that frequently catalogues can not be preserved as carefully as they should be, and they consequently fail to carry out the full purpose for which they were intended. Just take into consideration the outlay in the get-up of these publications, which are often handsomely bound and compiled at considerable expense, and in addition the heavy expense for postage, the advisability of taking steps for their issue in a manner that will enable them to take their place in a reference collection is evident."

GERMANY.

According to its annual report, just issued, the printing-trade school at Stuttgart had an attendance of 132 in the sessions of 1909-10. It has a faculty of eight instructors, four in composition and four in presswork.

A COMMITTEE of the Master Printers' Association during September has been engaged in revising the association's scale of prices for printed matter, meeting at Leipsic for the purpose. At a full meeting this fall of those interested the report of the committee will be considered and a definite tariff adopted.

A PECULIAR record is that of Herr Heinrich Beucke, senior member of the bookbinding firm of Beucke & Sons, at Dissen. He has just bound his twenty-five thousandth Bible, delivered in a consignment to the Bible Society of Osnabrück. He is in his seventy-sixth year, and his personal work since 1877 has been the binding of Bibles.

A CIRCULATION of one hundred and fifty thousand is the record of *Vorwärts*, of Berlin, the leading labor and socialist paper of Germany. Its office is also a central news agency for the other papers of this class in the country, of which there are seventy-four, with a circulation of one million three hundred thousand. Four hundred persons are employed by *Vorwärts*.

HERR EDUARD PENZ, foreman of the printing-office of the Zeitung, of Barmen, on August 13 celebrated his seventieth year at the printing trade. This colleague, now in his eighty-fourth year, started his apprenticeship in the office of the Barmen Zeitung, and, with the exception of three years worked elsewhere, has been connected with this one place these seventy years — a record scarce surpassed.

DOCTOR SCHUMACHER, a member of the firm of Klimsch & Co., Frankfurt a. M., has invented an improved method of producing line engravings by photographing directly

upon the metal (zinc or aluminum). The process is said to be very speedy, while the product is most satisfactory. Because of the directness of the process and the elimination of intermediary operations, it is called "immediography."

THE printing-machine factory of Johannisberg, Klein, Forst & Bohn Nachfolger, at Geisenheim on the Rhine, recently turned out its eight thousandth machine, this being a rotary zincographic press, which was shipped to a firm in Vienna. This company builds only large presses, and this, together with the fact that it has turned out one thousand machines since 1907, indicates a remarkable productive capacity.

A PROCESS by which old newspapers could be remade into fresh paper has long been the aim of inventive minds. The extraction of the ink, however, has been hitherto found impossible. A German chemist now claims that if the paper pulp is treated with alkaline solutions it will let go of the lampblack or other pigments of the inks, and that they are easily extracted from the fiber by making an emulsion of the pulp with gelatinous silica.

THE city of Berlin receives an income of no mean size from its billposting space. Beginning in 1854, up to 1880 it received a yearly rental of \$1,250. From 1881 to 1890 this was increased tenfold, \$12,500 per year. From 1891 to 1900 the rental was \$63,750 and from 1901 to 1910 it was \$100,000 per year, eighty times the rental of the first period. On the reletting of the billboard privileges next year this will undoubtedly be still further increased.

THE use of noiseless paper for theater programs is being agitated in German trade-papers. It certainly would be a most desirable innovation, next to having noiseless seats. An expert paper chemist has shown that the raw material (a soft pulp) may be either a soda or sulphate cellulose, Ritter-Kellner pulp, straw-pulp or esparto. An exceptionally soft quality is imparted by adding thirty per cent of kaolin as a filling substance.

ON September 10 to 12 the Allgemeine Deutsche Sprachverein (whose special object is to preserve and spread the best and purest German speech, and especially to eliminate the many foreign words and expressions which have crept into it) celebrated its twenty-fifth anniversary, at Dresden. This association was started by Hermann Riegel (now deceased), director of the Braunschweig Museum, and at present has over thirty thousand members, distributed among three hundred and twenty-four branches. Branches are also established in Italy, Belgium, Roumania, England, America, Africa and Australia. The London branch has six hundred members and the one at New York city over one thousand.

Professor Roese, superintendent of the chalcographic department of the German Government Printing Office, who is now in his seventy-fifth year, is about to retire. He was born in Hessen and in his early youth emigrated to the United States, where he entered the marine service. Later he was for some time engaged in the Chartographic Office, at Washington. Next he returned to Europe and entered the Military Geographic Institute at Vienna, where he became a division foreman. In 1881 he was called to Berlin, to help establish the chalcographic department of the government, becoming its superintendent the following year. High honors are due Professor Roese for his achievements in colored copperplate printing.

The Neueste Nachrichten, published at Braunschweig, recently reported a wedding in high court circles, together with the speech of the officiating clergyman. Owing to the

prominence of the parties, the clergyman had arranged with a local book-dealer to issue this speech in pamphlet form, to be placed on sale. Claiming copyright privileges, the dealer sued the Neueste Nachrichten and asked damages. The publishers of the paper argued in court that the editor had received an invitation to be present and make a report of the wedding and hence thought himself privileged to recount everything that took place. But the judge ruled that the wedding was not a public event, and hence, according to the copyright laws, the clergyman's speech was not general property. The publishers were then fined \$50 as punishment and ordered to pay \$50 damages.

GUTENBERG'S first printing-office in Mayence, the "Hof zum Jungen," which is in the possession of the Mainzer Aktienbrauerei, a brewing corporation, has been very tastefully renovated. The cellar in which (in 1856) was found the famous press of Gutenberg, with his name and the year 1440 inscribed thereon, has also been put into condition for inspection by those interested. The old press itself is a cherished exhibit in the museum at Dresden. It is announced that some printed documents have been found which go to prove that the date of Gutenberg's invention can be set back some years earlier than has hitherto been supposed to be the exact date. The oldest print has up to now been believed to be an astronomical calendar for the year 1448, which was printed in 1447. The Mayence City Library has, however, got into possession of a fragment of a poem on the Judgment Day, which was printed before 1447, that is, the time when Gutenberg still lived in Strasburg. This would prove that the art of printing was invented in Strasburg instead of Mayence, and adds another competitor to Harlem.

FRANCE.

THREE Parisian dailies, the *Matin*, the *Figaro* and the *Radical*, suffered from fires early in August. The last-named lost all its files.

A French master bookbinder recently contrived to commit suicide by guillotining himself with his own papercutter. The illustrated journals depicted the act in colored gravures.

THE Ecole Estienne has expended \$25,000 in fitting up a department for teaching photogravure. This branch will be taken up with the other graphic branches when the winter term opens this October.

THE printers of Paris again have a fight on their hands against a proposition before the city council to put a tax on posters, a project which has already been several times defeated, but pops up once more.

ON June 18 last M. Elleaume, proprietor of the Griffon printing and stationery house, in the rue de Buci, Paris, celebrated the two hundred and fiftieth anniversary of the founding of the concern. He took all his employees on an excursion to Chantilly, where he tendered them a luncheon.

THE Executive Committee of the French Typographic Federation is endeavoring to secure better working conditions on the Paris editions of the New York *Herald* and London *Daily Mail*. Members of the federation are warned not to accept work in these offices and English union compositors are requested to stay away.

At this year's convention of the French Master Printers' Association, held at Paris, in June, one of the subjects handled was that of charging for author's changes from copy. It was resolved that all proofs sent out be accompanied by a slip worded to this effect: "Authors and customers are earnestly requested to send back all their first proofs which have been returned to them for comparison

with the proofs of the matter as corrected. These are required in order to ascertain and bill the cost of changes. No reclamations will be allowed, where complaint is made as to the charges for corrections, unless all proofs are returned."

A SOCIETY for the study of methods of packing has received a license to establish a museum of packing material and systems, in the Carnes market, boulevard Saint-Germain, Paris. All materials, such as cardboard, wood, wicker, reed, cane, etc., will be exploited, as well as the best means of packing goods for safe delivery at various destinations, at home and abroad.

A GENERAL convention of the French compositors' union was held at Paris, July 20 to 25. This convention takes place once every four years. At this one the question of admitting women as members, which had been discussed many years, was decided in the affirmative. It was also decided that machine compositors may join this union, instead of forming separate organizations.

A NUMBER of French and German printers visited the recent Printing Exposition at London. One of the civilities extended in their honor by the trade in London was a luncheon. On this occasion Mr. H. J. Waterlow made the address of welcome, in which, though complimenting the French craftsmen highly, he remarked that he could not remember of a single invention in the printing line coming from France; he then mentioned Gutenberg, König and Mergenthaler as German inventors, also Lord Stanhope, Walter and others on the English side. To this part of Mr. Waterlow's speech the Bulletin Officiel of the French Master Printers' Syndicate takes exception, and in rebuttal gives a list of Frenchmen whose inventions have helped the graphic arts, as follows: Berchtold, who in 1857 invented cross-hatching on glass, perfected in America in 1886; Braille, who about 1840 perfected the system of printing in relief invented in 1786 by Valentin Haug; Delcambre, who at Lille in 1840 invented the first practical composing machine; Derriey, died 1877, called "the Raphael of engravers" by the Germans; Didot, inventor, in 1775, of the typographic point so generally adopted on the continent, even in Germany; Ducos du Hauron, inventor, in 1868, of the three-color process; Fougeadoire, inventor, in 1877, of an engravers' reducing machine; Fournier, inventor, in 1737, of the first typographic point, upon which the American and English point system is based, and which was long used in Germany; Gannal, inventor, in 1829, of papier-maché stereotypy; Gillot, inventor, in 1848, of zincogravure; Hautin, who in 1525 made the first music punches; Jannin, who in 1879 invented celluloid stereotypy; Le Blon, who in 1720 executed the first three-color prints from woodcuts; Massiquot, who in 1840 invented a paper-cutter; Petit, who in 1880 invented similigravure without the use of screens; Poitevin, inventor, in 1855, of phototypy; Schmautz, inventor, in 1816, of lithographic rollers.

HUNGARY.

THE printers of Budapest have issued a circular informing the public that, by reason of an advance in wages and a reduction in hours of work recently granted their employees, they are unavoidably compelled to increase the price of printed matter.

A NEW printing-office wage-scale for the Hungarian provincial towns and cities has been mutually agreed upon by the masters and workmen. It is to be in force four years. The working hours are cut to 8% per day. In 1915 a further reduction to 8½ hours is to be effected. Each employee is entitled to a vacation with full pay. The

advance in wages amounts to 2 crowns (41 cents) per week. Further advances will be made in 1912 and 1915, of 2 crowns each time. May 1 will be a holiday with pay. Female employees receive an advance of 1 crown per week.

AUSTRALIA.

A NEW wage-scale went into effect at Brisbane, Queensland, on July 1. Under this the following rates obtain: For daily and triweekly newspaper offices - compositors and stonehands, day work, 1s. 6d. (36 cents), night work 1s. 8d. (40 cents) per hour, for a forty-eight-hour week; proofreaders, £3 5s. (\$15.80); linotype, monotype and monoline keyboard operators, 2s. (48 cents) per hour for a forty-four-hour week; machinists, £2 12s. to £2 15s. (\$12.60 to \$13.30) per week; piecework on the keyboards, day 31/4 d. (61/2 cents) per thousand, night 31/2 d. (7 cents) per thousand. For job-offices - 1s. 1d. (26 cents) per hour for a forty-eight-hour week; piecework, day 1s. (24 cents) per thousand, night 1s. 1d. (26 cents) per thousand. Bookbinders and paper-rulers, 1s. 1d. per hour for a fortyeight-hour week. One apprentice may be employed for every four permanently engaged journeymen.

ON THE HIGH SEAS.

TRAVELERS crossing the Atlantic need no longer do without the daily news, thanks to the ocean newspapers and wireless telegraphy. Each of the great liners has now its own print-shop, from which are issued dailies for distribution among the passengers. The largest of these, the Cunard Daily Bulletin, consists of thirty-two pages and is sold at 5 cents (2½ pence). The French Compagnie Générale Transatlantique publishes the Journal de l'Atlantique; this is illustrated and is printed in French and English. The Norddeutscher Lloyd Company publishes the Ozean-Zeitung and the Hamburg-America Steamship Company the Atlantische Tageblatt, each in sixteen-page form, half in English and half in German. The German companies distribute their journals gratis.

ITALY.

THE printing-trade journal, Il Risorgimento Grafico, of Milan, recently had a prize contest for the best bookmark. It now reports that not one of the twenty-four entries, by twenty contestants, was found worthy of a prize. The prizes were of the value of \$10 for the best drawing, \$5 for the second best, and \$5 for the best one set up exclusively in type. The judges of the contest advised against publishing the names of the contestants, because of their total failure to present a laudable ex libris. The most of them had treated the subject like a bottle-label or a business-card.

RUMANIA.

GENERAL CRAINICEANU, minister of war, on the occasion of a recent strike of printers in Bucharest, notified those who were bound to the army as reservists that if inside of two days they did not go back to work he would recall them to their army duties and then under military orders would compel them to work in the printing-offices.

NORWAY.

ON the recent occasion of attaining its fiftieth birthday, the publishers of *Aftenposten*, a daily paper at Christiania, gave each employee a present in the shape of a month's salary.

RUSSIA.

A CORPORATION with a capital of 3,000,000 rubles (\$1,560,000) has been formed to take over the publication of Russia's great newspaper, Nowoje Wremja.

Written for THE INLAND PRINTER.

FROM THE WESTERN SLOPE.

BY OUR OWN CORRESPONDENT.



UGUST was not as good a month for the men who follow printing as could be wished, although the big three days' celebration in San Francisco to commemorate the sixtieth anniversary of the admission of California into the Union of States, gave out considerable work to the craft.

There have been several calls received in the metropolis from outlying points for men. This would indicate that business was fairly good in the country. It is usually more or less difficult to induce printers and pressmen to leave a city for the quietude of green lanes and fruit-belts. The supply men give as their opinion a favorable outlook for the winter months, and there is ample room in San Francisco for improvement in trade conditions.

NOTES FROM HERE AND THERE.

The Houle Bindery Company, of San Francisco, has acquired an Oswego power cutter.

A poxy cylinder has been added by E. L. Gregory, of San Francisco, to his job-office.

R. D. McLure has assumed the management of the South Berkeley (Cal.) Eagle,

A MILLER saw-trimmer has left San Francisco for the Bulletin Publishing Company, of Honolulu.

 $W.\ E.\ Dargie,$ proprietor of the Oakland (Cal.) ${\it Tribune},$ is recovering from a severe attack of illness.

The Zellerbach Paper Company, of California, has opened a branch establishment at 82-86 First street.

A No. 5 Linotype has been added to the newspaper plant of the Contra Costa Publishing Company, of Martinez, Cal.

The Pacific Folding Box Company, of San Francisco, has purchased a Brown & Carver automatic power paper-cutter.

BENJAMIN C. WRIGHT, a San Francisco newspaper man, has published a bk called "Banking in California, 1849-1910."

THE trade-unionists of Spokane, Wash., have issued a special directory, under the auspices of the Card and Label League.

An accident on one of the San Francisco Examiner's big presses, on August 26, cost Alexander McLean his right arm.

The Escalon (Cal.) Tribune did not live very long. Its editor is remembered by those who paid yearly subscriptions in advance.

DURING the fall, the University of California will issue four times, at regular intervals, a literary publication called the Occident.

Herrer Gaston, formerly president of Tacoma (Wash.) Typographical Union, is now city editor of the Spokane (Wash.) Chronicte.

G. J. Adams has been chosen editor of the *Pelican*, the comic paper of the University of California. F. E. Johnson is the business manager. A NEW monthly publication along new thought and Socialistic lines is contemplated by Henry White, editor of the Sacramento (Cal.) Weekly.

"THE ORIGIN AND MEANING OF THE NAME CALIFORNIA" is the title of new book written by Prof. George Davidson, the scientist and geog-

The Transportation Club, of San Francisco, an organization of railroad officials, issues a monthly publication under the appropriate name of The Time Card.

The Review Publishing Company, of Spokane, Wash., has purchased a lead and rule caster from the San Francisco agency of the Mergenthaler Linotype Company.

Leroy S. Atwood, a Stockton (Cal.) job-printer, had the misfortune to lose his plant by fire on August 30. Mr. Atwood has not decided upon his future course in business.

A BI-DAILY paper was published on a train hired by the Oakland (Cal.) Chamber of Commerce early in September, to travel over the adjoining counties to stimulate trade.

THOMAS PACKHAM, of the San Francisco Call, died on September 1. He s foreman of the stereotyping department, and had worked in that branch for thirty-five years.

THE Mirror is a new four-page weekly published in San Francisco. interested in the development of the "Fillmore street district," one exections of the metropolis.

The death of John A. Sheehan, in Sacramento, Cal., on August 26, left a gap in the ranks of Pacific coast newspaper men, for the deceased had long held a premier place.

The Lakeport (Cal.) Bee, the Antioch (Cal.) Ledger and the Redwood City (Cal.) Democrat and Times-Gazette have installed Junior linotype machines within the last few weeks.

Vina (Cal.), the city of the famous Stanford ranch, has a newspaper known as the Vina News. James E. Hatch is the editor. It is the official organ of the Socialists of that section.

Two No. 4 Linotypes have been added to the battery of the Los Angeles (Cal.) Express. The Bulletin Printing Company, of Walla Walla, Wash., has also received an additional No. 4 machine.

THE Eureka (Cal.) pulp mill is nearing completion. The building will be erected long before the year expires, and it is contemplated to start work in the manufacture of paper next spring.

 \mathbf{T}_{HE} property of the Hughson (Cal.) Citizen has been acquired by the Randolph Brothers, of Tulare, Cal., who will continue to publish the paper.

McKnutt-Kahn & Co., of San Francisco, are now housed in the new Ilding at 408 Market street. This company does work in all branches the printing trade.

Walter W. Cribbins has resigned the managership of the Berkeley (Cal.) Independent. His place has been taken by A. J. Copeland, formerly of the Tacoma Times and the Seattle Star.

Charles Phillips, editor of the San Francisco Monitor, the official paper the Catholic Church, was called to Richmond, Wis., by the sudden illis of his father. The latter has improved in health.

The jury failed to agree at the first trial of John C. Piver, editor and prietor of the *Underwriters' Report*, of San Francisco, who was charged Fred B. Lloyd, of the Pacific Surety Company, with libel.

JAMES T. LYNCH, who moved his job-plant from San Francisco to Oroville, Cal., has purchased equipment to print an eight-page Sunday-morning paper, the first issue of which came off the press on September 4.

The Marysville (Cal.) Daily Appeal has published a homeseekers' and development edition. It had a colored magazine supplement, and was replete with articles and illustrations appropriate to Yuba County.

A Book summarizing the resources of California, Nevada, Arizona, Utah d the Pacific Southwest has been issued by Ellis A. Davis, a University California graduate. It is known as a commercial encyclopedia.

Fred G. Bunch, a newspaper man who has worked from the Atlantic to e Pacific coasts, was married on September 8 in San Francisco to Miss see Bird, of Boston. Mr. Bunch is on the staff of the Examiner.

Dignisor & Scott are printing an elaborate book featuring the pic-resqueness of San Francisco's parks. Maps and half-tones, in addition the text, will help make a book that will be a credit to all concerned.

An industrial directory is in course of preparation by the Chamber of Commerce, of Oakland, Cal. It will contain needed information about industrial and manufacturing plants in the vicinity of the growing city

named.

JULIUS W. RAPHAEL, one of San Francisco's leading merchants, is perfecting an organization to advertise the Western country. "Are You Getting Yours?" is the name of a pamphlet he has issued. It is the first of a sorior

L. H. BAEKELAND, of Indianapolis, while visiting the Pacific coast, had the misfortune to be in a big railroad wreck, from which he escaped without injury. The gentleman is well known as the inventor of Velox photograph paper.

The primary election in August gave considerable work to the printing craft of California, and the regular election in November will also prove a lively source of profit—provided the old proverb, "cash for election printing," is adhered to.

John H. Miller, Jr., has resigned the position of assistant city editor of the Sacramento (Cal.) Bee, to join the staff of the Sunday News, of the same city. Mr. Miller was presented with a token of the esteem in which he is held by his former associates.

George Heazelton's death in the East caused sorrow among many friends on the Pacific coast. He was at one time editor of the Financial Letter, published in San Francisco, and was connected with two dailies—the Chronicle and the Evening Post.

J. CHARLES GREEN, of the Advertising Association of San Francisco, has returned from an Eastern trip with the information that in 1915 five thousand members of the Billposting Association will hold a convention in the metropolis of the Pacific coast.

The Oregon Daily Democrat is to be issued in the middle of September. Portland has been selected as the city of publication. At this writing plans of the promoters have not been made public, but the printing fraternity always welcomes additions in that line.

Seyrand, of San Francisco's leading journalists accompanied the Bohemian Club to the celebrated Bohemian Grove to attend the annual jinks. The opportunity of publishing a paper was too good to pass by, and a fourpage publication, called *The Nightly Hoot*, resulted.

NATHANIEL KIMBALL STODDARD died in Groton, Conn., during July. For fifty-seven years he followed the printing business in the West. He came to San Francisco in 1849, and was known in that city and Sacramento as an upright citizen and a typesetter of marked ability.

SAN FRANCISCO'S police department is to revive the paper called the Police Record, published before the big fire of 1906. A mechanical outfit for the purpose is to be installed. The paper will be a source of informa-tion to the city's officers in attending to their respective duties.

ABE RUEP, of San Francisco, has filed three thousand additional pages of his appeal. This makes the fourth volume of his brief. Another edition of a few million words is in the printers' hands. An enormous amount of work has been given the craft by the ex-boss in his struggle to keep out of the penitentiary.

the penitentiary.

The Alameda (Cal.) Real Estate Exchange has passed a rule that all "for rent" and "for sale" signs are to be removed from vacant houses throughout the city. The signs are said to "hurt business." As if to placate the printer-men, the Exchange contemplates publishing a weekly paper to be widely distributed, containing renting and selling lists.

The San Francisco agency of the American Type Founders Company has filled a large order from the Isshiki Job Press, of Tokio, Japan. The latest American faces of type, and other necessaries of the trade, were included. The letter-head of the Japanese printer possesses half-tones of the plant, and gives other signs of progressiveness as viewed by Occidental eyes.

ROBERT CAMERON ROGERS, who owns the controlling interest in the Santa Barbara Press, wrote the words of the famous song "The Rosary." He received exactly 20 cents for his effort. That sum came in the form of an author's rebate allowed him by the clerk of a New York music house when he (Mr. Rogers) returned from Europe shortly after the song came into vogue.

HERBERT LANE, of University City, Missouri, formerly business manager of the Curtis Publishing Company, of Philadelphia, and later circulation nanager of the Lewis Publishing Company, of University City, was the guest at a reception given on September 2 in San Francisco by the branch of the American Women's League, of which organization Mr. Lane is actional business manager.

A very close race took place at the August primary election for the Republican nomination for California's state printer. Friend W. Richardson and W. W. Shannon (incumbent) led the field of several candidates. The latter seems to have the prize in his grasp, but Mr. Richardson is

contemplating a recount, and the difference in votes is so small that very few figures would change the aspect of affairs. The successful man will undoubtedly be the state printer for the next four years, unless all signs fail.

Regeneracion is the name of a revolutionary newspaper issued from Los Angeles, Cal. Its object is to combat the Diaz rule in Mexico. Anselmo L. Figuerroa is editor-in-chief, and Magon and Villareal, lately released from an Arizona prison, where they had been incarcerated for alleged violation of the neutrality laws, are associate editors. P. G. Guerrero is also on the editorial staff.

On August 10 the California Ink Company made its first shipment of inks east of Salt Lake City. Denver was the city to receive the consignment. The Berkeley (Cal.) factory of the company was obliged to run a double shift during August to fill the demand for news-ink. An excellent trade has been worked up in the Orient, and also with Australasia, by the California Ink Company.

California Ink Company.

THE western slope supplies its quota of inventors to add improved devices to the printing business in all its varied branches. Recently the following patent papers were issued: Edwin H. Cooper, of Los Angeles, loose-leaf credit book: Lionel H. Moise, of San Francisco, illuminated sign; Ira R. Hutchinson, of Fresno, addressing machine; Martin C. Neurner, of Los Angeles, reinforced paper-making machine; David L. Newcomb, of Los Angeles, vote-printing machine; John C. W. Stanley, of San Francisco, manufacture of wood-pulp.

San Francisco, manufacture of wood-pulp.

The San Francisco branch of the American Type Founders Company is proud of its ability to fill rush orders. On July 29 the plant of the Coalinga (Cal.) Times was burned. Arrangements were made during August to resume, and an order was received one afternoon by the agency above referred to. By nine o'clock the same evening a No. 1 Miehle, two Chandler & Price jobbers, a wire-stitcher, a Courier folder, type and other things necessary for a printing-office were on their way to the State's oil belt. In addition, the Times ordered a No. 5 Linotype.

Labor Day in the various cities of the West gave additional work to the craft. Nearly all the labor papers were enlarged for the occasion, and those printers making a specialty of badges and regalia profited by reason of the parades on the day named. In San Francisco, Organized Labor published an eighty-page book with a cover, illustrated, and called the "Reconstruction Edition." The Labor Clarion, official paper of the central body, printed a special number that was well received. In addition, a souvenir program was issued for the parade and the sports.

a souvenir program was issued for the parade and the sports.

The long-looked-for San Francisco morning daily, the Sun, was published for the first time on September 3. It averages eight pages, and gives every promise of vigorous life. The paper's policy will be Democratic in nature. Four Mergenthaler machines and one Monotype constitute the battery. H. A. Dunn is editor, Henry J. Bartlett, general manager, and James Stuart, business manager. Charles H. Piper is foreman of the composing-room, L. M. Wade is in charge of the Linotypes, and the Monotype is in the hands of E. H. Bobbitt. The machines have four Cushman motors, and a new Miller saw-trimmer has been placed in the composing-room. A twenty-page high-speed Duplex printing-press of the latest pattern does the necessary work of producing the publication.

The Keystone Type Foundry, of Pennsylvania, has sent to the Cali-

latest pattern does the necessary work of producing the publication.

The Keystone Type Foundry, of Pennsylvania, has sent to the California house of the same name the 1910 specimen book. It is an elaborate document of 650 pages, and contains all that could be thought of for the trade. The San Francisco house has made arrangements to carry everything shown in this specimen book. The machinery department has been enlarged, and T. E. Powell, formerly of the Chicago Newspaper Union, took charge during the middle of September. S. M. Weatherly, treasurer and general manager of the Eastern company, was in San Francisco to attend the annual meeting of the California company on the third Wednesday in August. After the conclusion of the business, Mr. Weatherly was entertained in royal manner by the friends he made in the West.

COST CONGRESS PROGRAM.

Great preparations are being made for the second International Cost Congress, which is to be held in St. Louis Thursday, Friday and Saturday, October 6, 7 and 8. This convention, which is called by the American Printers' Cost Commission, is unquestionably the most interesting and important of all the occasions when employing printers get together. The committee expects that not fewer than eight hundred delegates and possibly a full thousand, will be present, and the topics and speakers selected are such as will receive the closest attention from every delegate present, whether his shop is big or little.

Judging by the success of the first annual cost congress, held a year ago, this one will establish a record that will mean a wonderful step in advance for the printing fraternity of the country. While the printers as a class have been slower than most other business men to take up the subject of costs in a systematic way, they have shown wonderful resource and enthusiasm in making progress since the general movement has gotten under way.

As in most national movements, there is a local unit upon which the organization is based. Ben Franklin Clubs are now to be found in nearly every city. During the past year these clubs have systematically studied the problem of costs and much new and important data will thus be presented at this second congress at St. Louis.

In the call for this convention (see page 853, September INLAND PRINTER), issued by the standing committee, two

specific purposes are stated. The first is to continue and further the work of standardizing the method of figuring cost. The second is the adoption of a standard uniform cost-finding system. As forecast in our September issue, the following interesting program has been arranged:

- Annual report of American Printers' Cost Commission.
- 2. Five-minute reports on results of cost study from various cities throughout the country.
- 3. Exposition of the standard uniform cost-finding system, by F. I. Ellick, Omaha, Neb.
- 4. "Importance of Making Every Job Show a Profit," by R. T. Deacon, St. Louis.
 - 5. "Portland Costs," by F. W. Baltes, Portland, Ore.
- 6. "Will Use of Cost System Cause Loss of Business, and the Results?" by W. O. Foote, Atlanta, Ga.
- 7. "The Printing Business As It Was, As It Is Now, and As It Should Be," by Samuel F. Myerson, St. Louis.
- 8. "Fire Insurance," by Alfred J. Ferris, Philadelphia, Pa.
- 9. "Distribution of Overhead Burden," by H. W. J. Meyer, Milwaukee, Wis.
- 10. "Standardization," by H. P. Porter, Boston, Mass.
- 11. "Efficiency," by A. M. Glossbrenner, Indianapolis, Ind.
 - 12. "Salesmanship," by S. J. Harbaugh, St. Louis.
 - 13. "Credits," by Julius C. Kirchner, Chicago, Ill.
- 14. "Organization and Coöperation," by Walter J. Driscoll, St. Paul, Minn.

In connection with several of these addresses diagrams will be extensively used and problems will be presented and worked out in detail.

If the plans of this convention involve many close and exacting sessions, it is also true that there will be entertainment features to provide the necessary relaxation. The local entertainment committee has been extremely busy and will supply many attractive features, of which the following are samples:

Thursday Evening — Informal smoker and general gettogether meeting.

Friday Afternoon—Automobile ride, giving guests an opportunity to view the fine residence and park sections for which St. Louis is noted.

Saturday Evening — Grand banquet and addresses by some of the best speakers in the country.

In issuing the call for this congress, special emphasis has been laid by the committee upon the fact that every employing printer is invited to attend. This congress is by no means for large printers exclusively. The employer of a few persons is as earnestly invited to attend as the proprietor with five hundred, and can secure even greater benefit, owing to the wide experience of others which will be placed at his service.

The secretary of the committee of arrangements is Mr. R. Dale Smith, 320 Wright building, St. Louis, Missouri, and full information about hotel reservations and other features can be secured from him.

Applications have been filed for special railroad rates from all points in the United States, Canada and Mexico, and it is expected that these will be secured.

Owing to the fact that no complete list of employing printers can possibly be secured from any source, the committee in charge is obliged to depend upon the trade press to carry the above message to every one who should be present.

It is recognized by the progressive printers who inaugurated this movement that ignorance of costs is the chief disturbing factor in the printing situation to-day, rather than the amount of competition. It is logically argued that

if all printers, big and little, really understood what it cost them to do business, much unreasonable competition will be done away with, yet with absolute fairness to all of the fraternity.

The headquarters for this congress have been established at the Planters Hotel, St. Louis, where all the sessions will be held, and it is urged that Secretary Smith be communicated with at once so that accommodations may be secured in ample time, and all arrangements made for the comfort and entertainment of delegates.

There is probably no more attractive city in the country for holding convention in the fall of the year than St. Louis. It is famous for what is conceded to be the most beautiful residence section in the entire country, and with its splendid hotels and clubs will be able to extend royal entertainment to the delegates.

The committee of arrangements for the Ben Franklin Club of St. Louis consists of S. J. Harbaugh, of the Greeley Printery, chairman; R. T. Deacon, of the Lambert-Deacon-Hull Printing Company, Louis B. Woodward, secretary of the Woodward & Tiernan Printing Company.

CONVENTION OF PHOTOENGRAVERS' UNION.

The International Photoengravers' Union held its eleventh annual convention at Louisville, Kentucky, September 6 to 10. By all the standards of judging such affairs, this meeting was a success, though it is noticed that as the organization grows older and more "sot in its ways" the delegates are less inclined to advance constructive and formative propositions of a large character and more inclined to content themselves with expressions of opinion on more or less germane subjects and verbal changes in the laws.

HIGH-WATER MARK FOR UNION.

In his report, President Matthew Woll declared that the organization is stronger than ever before; that past weaknesses have been overcome; that the future work of the union is to promote unity of purpose and of action in the trade; and that the increase in membership—about ten per cent—has been greater than any other previous year. The organization's finances continue to make a prosperous showing; the statistical and financial statement of the officers shows that the receipts for the year were \$30,044, collected from 3,577 members, and there was a balance in bank on August 1, 1910, of \$44,112. In 1903 the receipts from all sources were \$3,982, and comparison with to-day's income is a fair indication of the progress of this organization.

PROMOTION OF HEALTH.

Solicitude for the health of its members has ever been a characteristic of this union, and the officers report that during the past year the tuberculosis department had provided for the care and treatment of twenty members. Eight of these died, but the others are at the present time receiving the best of care and treatment. The convention considered a proposition to establish a home or sanitarium for the treatment of this disease, but came to the conclusion that it was preferable to have the unfortunates treated as near home as possible, and the tuberculosis committee was continued, with instructions to do whatever it could to arrest the ravages of this disease.

The delegates had their attention directed to the fact that cyanide and bichromate poisoning was becoming prevalent among members, and the executive council was instructed to consult medical authorities as to the feasibility of discovering a more scientific method of treatment than now prevails. At the instigation of the committee on laws, the delegates adopted a regulation making it the duty of local unions to report to the International Union on the condition of any shop which is conducted in an insanitary manner. On receipt of such reports it shall be the duty of the international officers to adopt such measures as will best conserve the health of the engravers.

While the consensus of opinion favored the establishment of old-age pensions, yet the idea of the delegates was that the time is inopportune, and the matter was given an indefinite hoist, so as to leave to future generations of photoengraver statesmen something with which to wrestle.

AMBITIOUS EDUCATIONAL SCHEME.

"The question of a technical education is especially pertinent to our trade, because it is subject to great development and importance," said President Woll in his address. "There can be little difference upon the question of preparatory technical education among our members; difficulties arise, however, when we endeavor to apply any one particular system to our present mode of work and form of organization."

The report of the executive council in reference to this matter is somewhat exhaustive. In reviewing the various systems of education, it came to the conclusion that to meet the immediate needs and requirements of photoengravers, as well as to keep within the confines of their financial resources, the lecture system is best suited for their purpose, so the council submitted a plan, the essential features of which may be summarized as follows:

"To insure a plan that shall insure instruction of an elementary, intermediate and advanced character for the artist, photographer, etcher, printer, finisher, mounter, prover and such other trade departments as may come under our organization's jurisdiction from time to time.

"To cause to be prepared a series of lectures of ample numbers in three separate grades with such preparatory matter as shall lay the best foundation for future advanced work. Such lessons to treat, among other things, of the best method of preparing sketches, photographs, machinery, etc., for reproduction; the latest etching ideas; the special treatment required in colorwork, etc. The intention being to lay the foundation of all the related reproductive arts, so that as new processes of one kind or another are brought into use, members will be able to intelligently grasp the principles which underlie their various details.

"To engage at different times during the year men expert in trade matters to lecture before local unions.

"To secure the necessary data of the actual needs of our membership to the end that the plan adopted will best meet the requirements of daily practice, amplifying where such practice is found to be the best and modifying where some other procedure is found better.

"To organize local auxiliaries by selecting a local educational director or lecturer in each local union, who shall keep in communication with the national committee on all matters pertaining to this department.

"To require local unions to set aside a given time at each of their regular monthly meetings for the purpose of hearing and discussing the lecture submitted.

"To cause apprentices to be called together once a month — divided into two classes, based upon time service of one to three years and three to five years—each class or division to meet on separate evenings for the purpose of hearing and discussing the lecture submitted.

"To arrange that the ownership of all copyright, etc., relating to lessons, lectures, drawings, diagrams, and whatever else is essential and used in connection with this department, shall rest exclusively in the union, so that proprietary rights may never come into individual possession."

TROUBLES OF OFFICIAL EDITOR.

About two years ago this union began the publication of an official journal, The American Photoengraver, which has met with a considerable measure of success, there being a surplus of something like \$800 to its credit. The editor is President Woll, and he ran into an editorial snag when the business agent of the second largest photoengravers' union sent in a communication which Mr. Woll did not think was of a proper character to print in the official paper. The aggressive business agent was sure that it was exactly the sort of article the membership was yearning for. The editor referred the matter to the executive council for advice, and it concurred in his judgment. The matter got to the floor of the convention and created something of a tempest in a teapot, which ended in the correspondent admitting he was in error in some respects and an advisory committee being appointed to sit in judgment on similar manuscripts when they appear in the future. The election of associate editors resulted in Louis H. Schwarz and Frank H. Glenn, of Philadelphia, and Henry F. Schmal, of St. Louis, being chosen to constitute this board of censors.

VIOLATIONS OF CONTRACT LABOR LAW.

Workers in other branches of the graphic arts rarely complain of the pressure caused by immigration, but the photoengravers claim to be menaced by immigrants who have been induced to come to this country under contractual relations of some kind. According to the reports of officials, the union has at last made an impression upon the federal authorities, and hereafter President Woll will appoint an expert photoengraver to coöperate with the immigration authorities whenever any suspicious characters appear on our more or less hospitable shores, or at Montreal.

TRADE RELATIONS AND ELECTION OF OFFICERS.

Of course, the relations between the photoengravers and other printing-trade unions took up much space in the proceedings, and more time on the floor, with the inevitable result that the photoengravers allied themselves with the pressmen and others who are trying to wrest from the International Typographical Union the control and ownership of the label and otherwise lessen the predominance of that big organization in trade affairs.

A number of amendments were made to the laws; there were several appeals from decisions of the executive council, and for a time quite an element appeared to be in opposition to the administration, but before election day came around all the insurgent candidates withdrew and the old officials were reëlected. The names of the lucky ones follow:

President, Matthew Woll, Chicago, Ill.

First Vice-President, John W. Hogan, San Francisco, Cal.

Second Vice-President, Edward J. Shumaker, Pittsburg, Pa.

Third Vice-President, Peter J. Brady, Brooklyn, N. Y. Secretary-Treasurer, Louis A. Schwarz, Philadelphia, Pa.

Detroit and Philadelphia were contestants for the honor of entertaining the next convention, which was secured by Detroit, it receiving thirty-two votes to six cast for Philadelphia. After which the convention adjourned, the delegates bubbling over with that enthusiasm so noticeable among photoengravers of all grades and degrees.

Written for THE INLAND PRINTER.

SCIENTIFIC COLOR IN PRACTICAL PRINTING.

VII .- BY E. C. ANDREWS, S.B.

SPECTRA.*



HE wave-lengths of light which run from the extreme red, .76 microns, to the extreme violet, .38 microns, are but a small part of the wave-lengths emitted by the sun, or any white-hot body. They are the wave-lengths to which the eye responds. Wave-lengths longer than .76 microns, although not capable of affecting

the optic nerve, produce heat, and are easily detected by holding a radiometer or thermoscope just beyond the red end of the spectrum. This position is known as the infrared spectrum, and wave-lengths have been investigated up to 61 microns, which is eighty times the wave-length of the extreme red. At the other end of the spectrum there are wave-lengths shorter than that of violet, which can not be seen, but which can readily be detected by a photographic plate. These rays are called the ultra-violet rays. Their heating power is small, but they are very active chemically, while the infra-red and red rays seem to have little effect on photographic plates. It is for this reason that dry plates are generally developed in a red light. The shortest wave-lengths in the ultra-violet spectrum that we know about are approximately one-fourth of the wavelength of the violet rays. The interesting point to the student of color is the fact that the spectrum, measured by difference in wave-lengths, is at least ten times as long as the part we see.

In making references to the spectrum, I take it for granted that we are all more or less familiar with the old experiment, supposed to have been first made by Newton that of passing a small beam of sunlight through a prism, which separates the light into a long band of pure and beautiful colors. This is the prismatic spectrum, and, although white light consists of a mixture of all the wavelengths between the two extremes of the infra-red and ultra-violet, the prism sorts out those we are capable of seeing and arranges them in their proper order according to wave-length. This separation of white light into its elements by refraction is called dispersion. Fig. 13 illustrates such an experiment. The order of the hues is the important point to be memorized. Notice that red is at the top, and it is followed by yellow, green, blue and violet. The spectrum does not stop definitely just beyond red, but blends off gradually into a very dark red, which finally is imperceptible. At the other end the violet blends into a faint grayish color, so that it is impossible to point out the exact spot where the visible spectrum ceases. Between the red and yellow there is a gradual blending to a yellow-red, then to yellow, then to a green-yellow, etc., to the violet.

Although types of the natural colors, except the purples, are to be found in the spectrum, the hues from yellow-red to green are so much stronger in *chroma* than the blues and violets that, in order to study the latter colors, it is well to examine them separately. This is accomplished by using as

^{*} Note.—While it is the intention in these articles to present such subjects as light, the spectrum and the process of color perception, in a popular style, it is impossible to explain the underlying laws without reference to scientific experiments. If the individual reader is not interested in knowing "why," he can pass over these topics, as the application of the laws to pigments will be taken up later. But even the most practical printer should know the order in which the colors occur in the spectrum, backward and forward, so that he can understandingly alter the hue of any ink to suit the stock or match a given proof.

a screen a piece of cardboard, with a narrow slit in it, as is shown in Fig. 14. One color, however, the pure yellow, occupies such a narrow region that it is only by magnifying the spectrum that it can be examined in this manner.

Fig. H, Plate 1, July number of THE INLAND PRINTER, shows the prismatic spectrum in colors. For accurate

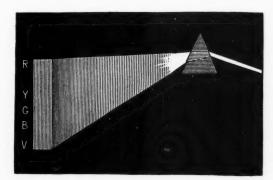


Fig. 13.

measurements the simple prism, in a darkened room, must be replaced by a spectroscope, as the beam of light is constantly shifting and the prism must be readjusted every few moments. You will notice the lines in Fig. H. These are called Fraunhofer lines, from the physicist who first discovered them, and they serve to identify the exact position of a given hue in the spectrum.

Although the colors obtained from white light by means of a prism are arranged in order of their wave-lengths, the prism gives the red, yellow-red and yellow part of the spectrum less room than the difference in wave-lengths would demand, and it stretches out the blue and violet part far in excess of the difference in the wave-lengths. To overcome these discrepancies in the prismatic spectrum physicists have made use of a diffraction grating in connection with the spectroscope. A diffraction grating is a plate of glass, or a piece of speculum metal, ruled with very fine, parallel, equidistant lines, from fifteen thousand to twenty thousand to the inch. Detailed description of either the spectroscope or diffraction grating would be out of place here. For our purpose it is sufficient to know that the grating overcomes

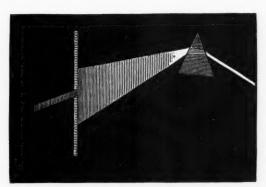


Fig. 14.

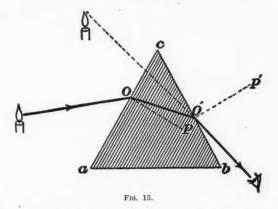
the inequalities of the prismatic spectrum and gives us what is called a *normal spectrum*, where each hue is allotted its proper proportion of the spectrum according to the difference in wave-lengths.

Fig. I, Plate 1, July number of THE INLAND PRINTER, shows this spectrum in colors. Yellow is about in the cen-

ter, the red and yellow-reds occupy more room, and the blues and violets have been reduced. The principal fixed lines in the *normal spectrum*, if we consider it from the top to the bottom, or from A to H, to consist of one thousand parts, are as follows:

A	(top)	0	E	638.92
a		113.74	b	664.79
В		201.61	F	749.24
C		285.05	G	902.07
D		468.38	Н	000.00

Red, according to Rood, runs from 0 to 330, yellow from 485 to 498, and between 330 and 485 there is a gradual blending of the red to a yellow-red, then to a pure yellow, etc. Since the wave-lengths of the spectrum colors A to H run from .76 microns to .38 microns (a total change of .38 microns), the wave-length of any color may be obtained by figuring the distance from 0 (A) to the position of the color, and subtracting that proportion from the longest wave-length, or .76 microns. In the case of yellow the central position is at 491; therefore, the wave-length would be $^{491}\!\!/_{1000}$ of .38 microns subtracted from .76 microns, or, approximately, .58 microns. The point to be noted is that the physicist can do better in describing an exact hue than the artist or printer. Even our best writers can not convey



to others a definite idea of a given color. Mr. Munsell uses the following extract from one of Robert Louis Stevenson's letters as an example of the crying need of more accurate color terms. Stevenson, in writing his friend Sidney Colvin, in London, says:

"Perhaps in the same way it might amuse you to send us any pattern of wall-paper that might strike you as cheap, pretty and suitable for a room in a hot and extremely bright climate. It should be borne in mind that our climate can be extremely dark, too. Our sitting-room is to be in varnished wood. The room I have particularly in mind is a sort of bed and sitting room, pretty large, lit on three sides, and the color in favor of its proprietor at present is a topazy yellow. But then with what color to relieve it? For a little workroom of my own at the back I should rather like to see some patterns of unglossy - well, I'll be hanged if I can describe this red. It's not Turkish, and it's not Roman, and it's not Indian; but it seems to partake of the last two, and yet it can't be either of them, because it ought to be able to go with vermilion. Ah, what a tangled web we weave! Anyway, with what brains you have left, choose me and send me some - many - patterns of the exact shade."

With such terms as hue, value and chroma thoroughly understood by every user of color, Stevenson could have told Mr. Colvin to select a red hue with a value of 40 and a chroma of 90, if that was one of the colors he had in mind. We have studied value and are interested in the spectrum, because it gives us our sequence of hues. Chroma is yet to come.

But to return to the subject of the spectrum. It will be noticed that when a beam of light is passed through a prism, in the manner shown in Fig. 13, the rays are bent around the base of the prism. This bending, or refraction, as it is called, is caused by the fact that light does not

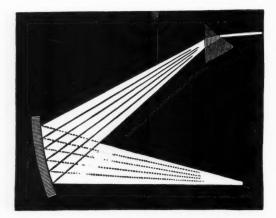


Fig. 16.

travel as fast in glass as in the air. When light travels obliquely, as in this case, from air into glass, it is bent toward the perpendicular, because its speed is less in glass; but when it leaves the prism it is bent away from the perpendicular, drawn into the air, because the speed is greater in air. In Fig. 15 the light from the candle enters the prism at O and is bent toward the perpendicular O P; but in

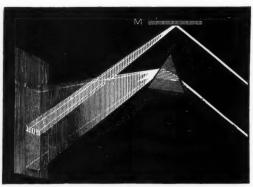


Fig. 17.

leaving the prism at O' it is bent away from the perpendicular O' P'. Thus the candle appears to be in the dotted line from the eye straight through O', when, as a matter of fact, it is much lower down.

Looking at Fig. 13 again, it will be noticed that the color which is bent the least is red, while violet is bent the most, and as red has the longest wave-length and violet the shortest, the bending must increase as the wave-length decreases. But, since the bending is due to a change in speed, it can be shown that the greater the change in speed the greater the bending. Therefore, blue and violet being

bent more than red shows that the speed of blue and violet in glass must be less than red.

The question naturally arises in witnessing the experiment of separating white light into its constituents by means of a prism, whether these colors, once separated, can be combined into white light again. Fig. 16 shows one method by which this may be accomplished. The colors from the prism are received on a mirror, so bent that all the rays concentrate when reflected on a single spot. If all the rays are properly united the spot will appear as pure white light.

The order of the hues in the spectrum, as we have said, is the basis for our sequence of hue in pigments; but when we search for pigments to match the spectrum colors we find it impossible to obtain pigments which represent any one wave-length free from other hues. Pigments are also lacking in chroma and reflect some white light as well as their distinctive hue. Fig. 17 illustrates how white light, by means of a mirror, may be added to the spectrum hues in making comparisons with pigments. According to Professor Rood, vermilion and emerald green reflect approximately eighty per cent of their distinctive hue mixed with twenty per cent of white light, while artificial ultramarine blue, painted on white paper, reflects about twenty-five per cent of white light.

(To be continued.)

A CANADIAN'S "BLOTTERS."

Talking about "blotter advertising"—there is one form of blotter advertising that has not been talked about, to my knowledge. May be you can find room for a paragraph or two of "gray matter" upon the subject.

It is a daily blotter — a fresh blotter for each day in the week. When the business man becomes familiar with the plan of the advertiser, "misfits" or a dirty piece of blotting-paper will not be accorded desk-room. A reproduction of one of the series will convey the idea better than a description, and it will not take up very much more space, either.

You can vary the size, the color of the stock, the color of the ink, the arrangement and the "chat." Variety is the spice of blotter advertising, as it is of life. But do not vary the quality of blotting-paper. Use both sides—absorbent kind. Do not employ the enamel surface, moiré finish and others that make bad spots in the books and cause bad language to flow in the office.

Try the plan for a month or so before you condemn it as being too expensive. I have tried it out for considerably more than a year, with the result that I have not found it necessary to try out a canvasser. Blotters, in my experience, rush in every day where personal representatives fear to tread oftener than twice a month, and get the business. too.

You can use them to talk price, but you would be wiser to use them to emphasize quality. What this world wants isn't more price-cutters, but a greater number of quality boosters.— Will J. Gray.

TESTING GENUINENESS.

On the death of an advertising man at St. Louis recently, doctors made an examination of the dead man's stomach and found therein a buttonhook, a hatpin, three keys, a lead-pencil, a belt-buckle, a toy pistol, three nails, a needle and a thermometer. He probably had been working for those magazines which insist on knowing the genuineness of an article before permitting its advertisement in their columns.



BY P. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

A Hundred Words with One Comma.

Ever read a sentence containing a hundred words and only one comma, no other point either, and the lonely comma after the seventy-eighth word? Pro-digious! as Dominie Sampson says. Well, here it is - and copied from a morning paper of highest pretension in punctuation as well as other matters: "In accordance with the precedent established two years ago in the selection of Senator Root as temporary chairman of the State convention I and some of those who have been associated with me in the management of the Republican party through the two last political campaigns met the night before the meeting of the State committee and after the consideration of several names decided to present to the committee the name of Vice-President Sherman as temporary chairman, a selection which we had every reason to believe would be highly satisfactory to the Republicans of the State." Presumably this was dictated rapidly, so that the one who wrote it, especially if it was not taken in shorthand and then written out on the typewriter, must have imagined that there was not time to bother with punctuation. But it should be simply impossible for any one to suppose that a sentence of such length could be right with only one lone comma in it. Appropriate places for pointing are so plainly evident that it would be almost an insult to persons of ordinary intelligence to reproduce the sentence with punctuation. Isn't it astonishing, though, that anybody working at such a trade as printing could tick off all these words without points? Of course the operator followed copy. Whether any proofreader failed to correct it properly is not certain. It may have gone to press without correcting. Almost anybody should be able to say the same thing in shorter sentences, and it would be much better so; but change of wording could not be properly made by any one other than its originator. Nearly all newspapers, and many books, have much more bad punctuation than they should have.

Position of Adverbs.

J. D., Seattle, Washington, writes: "Kindly give your idea of the modern custom of arranging the order of words as in the following: 'They now are home,' 'Mary soon will leave,' 'He formerly was ill.' Is it as correct to say, 'They are home now,' or 'They are now home,' 'Mary will soon leave,' or 'Mary will leave soon'? In other words, is there only one right form, and what is it?" *Answer.— The sentences as first given can hardly be said to show modern custom. Such construction is often used, but not sufficiently often to constitute a custom. There is not one right form, since each of the other forms in the question is correct and accurate. We may say either that Mary will soon leave or that Mary will leave soon, with equal propriety. "Mary soon will leave" is wrong, notwithstanding insistence on similar arrangement of words by

some people, especially some newspaper editors. "They are now at home" is best when used as in answering a question, "Where are they now?" Answering a question, "When will they be at home?" it is best to say, "They are at home now." In these cases present custom is properly the same as the real custom at any modern time. Modern English dates from 1550, and of course, in the sense of modern that goes back to that date, many customs have come and gone that would properly be called modern customs. From the beginning of English grammar, however, the principle governing the position of the adverb has been always the same, and has always left the decision to the writer. A writer who places his adverbs where only one meaning can be correctly gathered from the expression, and that one is the one intended, need have no concern about rules of grammar. His composition will be so good, in all respects, that it will not be subjected to minute grammatical criticism. Such writers are not any too numerous. No mention of the actual words used in our questions appears to be made in any book at command, but all grammar and rhetoric books state the principle, with practical unanimity. Goold Brown says: "For the placing of adverbs no definite general rule can be given; yet is there no other part of speech so liable to be misplaced. Those which relate to adjectives or to other adverbs, with very few exceptions, immediately precede them, and those which belong to compound verbs are commonly placed after the first auxiliary, or, if they be emphatical, after the whole verb. Those which relate to simple verbs, or to simple participles, are placed sometimes before and sometimes after them." We can say that a certain action is right sometimes or that it is sometimes right; also that a person will soon come or will come soon, but not soon will come; but the nicest discrimination in each case depends on circumstances not always apparent to the reader, though always effective when properly recognized by the writer. G. P. Quackenbos says: "The words most frequently misplaced in such a way as to involve obscurity are adverbs, particularly only and not only. If these words are separated from what they are intended to modify, the meaning of the whole sentence is obscured." Alfred Ayres, in "The Verbalist," says of only: "This word, when used as an adjective [he means adverb], is more frequently misplaced than any other word in the language. Indeed, I am confident that it is not correctly placed half the time, either in conversation or in writing." Probably this confidence is misplaced, as the proportion seems overstated. One general rule may be made, that a writer who cares to avoid obscurity should be careful to pass no sentence without enough consideration to convince himself that it says just what he means, and can not be otherwise understood; but it is a rule that must be ignored more often than it can be applied, except when the writer has unlimited time and patience.

A So-called Misuse Easily Explained.

Precisian, New York, asks: "Why is it that so many people, even intelligent people, and not infrequently members of the printing trade, from whom better things might reasonably be expected, write forego when they do not mean go before, but go without? These same people would not write that a man foreswore himself." Answer.—Why people do it now, and have long done it, is easily told, though it is not so easy to tell why they first did it. Almost everybody now living has learned spelling from the dictionaries. The dictionary even yet best known as Webster's, though two new dictionaries have been issued since by the same publishers, as its successors, is "Webster's Unabridged" (which, by the way, does not give the word unabridged in

its vocabulary). All that this work says of forgo is that it is an obsolete spelling of forego, and that it was used by Spenser. Worcester's Dictionary also gives the definition under the spelling forego, and with forgo gives only a reference to forego. The Standard Dictionary is similar, though it says: "Forgo, though the better etymological spelling, is now rare. See forego." The Century Dictionary was the first to define the word forgo, and says in the etymology, "Also written, more often but less properly, This explains very thoroughly why people now forego." use the spelling forego, though it does not tell why the formerly more common forgo practically disappeared long ago. Whether the effort to resuscitate forgo, instituted by the Century Dictionary, will eventually succeed or not, who knows? Horace Hart, of the University Press, Oxford, tells the following: "In 1896, Mr. W. E. Gladstone, not being aware of this rule [to spell forgo], wished to include, in a list of errata, an alteration of the spelling of the word forgo. On receipt of his direction to make the alteration, I sent Mr. Gladstone a copy of Skeat's Dictionary to show that forgo, in the sense in which he was using the word, was right, and could not be corrected; but it was only after reference to Dr. J. A. H. Murray that Mr. Gladstone wrote to me, 'Personally I am inclined to prefer forego, on its merits; but authority must carry the day. I give in."

WORKING AT NIGHT.

At a recent meeting of an employing printers' organization the subject of running printing-plants at night was touched upon, and a member stated he hoped the time would soon come when printers would refuse to work at night, except in cases of emergency, where their work was required simply out of a desire for increased profits. He maintained that the Creator intended that men should perform their work during the day and should rest during the quiet of the night, and that in reality the institution of night work in many printing-plants was simply the creature of greed.

Whether this view of the case is strictly in conformity with facts, THE INLAND PRINTER is not prepared to say, but we are quite in accord with the sentiment that night work should be abolished wherever possible. Of course, the owners of large publishing houses have established night forces on account of the expensiveness of the machinery with which their plants are equipped. They feel that it would be a wilful waste of capital to keep in idleness sixteen out of every twenty-four hours thousands of dollars' worth of machinery. And, as costly contrivances multiply, the tendency toward a continuous operation becomes more and more apparent in the large printing centers of the United States. Undoubtedly, the publishers feel that by putting on double forces they are not only practicing economy but by this means are giving employment to a greater number of printers. While this is true, in a sense, it can not be said that more printing is demanded because of the establishment of night forces unless such establishment were the cause of a marked reduction in the cost of production. It is altogether unlikely that, if night forces had never been instituted in these publishing houses, a smaller number of printers would be in employment to-day.

But, however that may be, experience has shown that night work is far from being conducive to the printer's well-being, either morally or physically. And it were better to endanger the chances for maximum profits in any industry than the health and happiness and social progress of those engaged in it. Written for THE INLAND PRINTER.

HARMONY OF COLORS.

NO. V .- BY J. F. EARHART.

COMBINATIONS WITH RED.



CARLET vermilion, printed on a middletone yellow-gray, green-gray or blue-gray stock, makes a very effective combination. When a second color is desired, then a dark gray, closely related to the color of the stock, will add very much to the effect. This addition of dark gray will make the red appear more brilliant and the gray

appear lighter by contrast. These combinations are especially suitable for the covers of catalogues, pamphlets, etc.

In many of the best three-color combinations it will be found that they are often combinations of the practical primary colors in a modified form; that is, red predominates in one color, yellow in another, and blue in the other. For example, the red may be modified with gray, or darkened with black, or moved toward orange or purple; the yellow may be modified with gray, or darkened with black, or moved toward orange or green; the blue may be modified with gray, or darkened with black, or moved toward green or violet.

We refer to red, yellow and blue as the practical primary colors, because they are the only three pigments from which can be produced, by mixture, approximately all other colors.

In combining the three primary colors, when more or less modified, to produce a pleasing contrast, one of the colors should be fairly deep, another at normal strength and the other light; or, in other words, a full tone, a half-tone and a quarter-tone. This difference in tone is necessary to get the full benefit of the law of contrast, and especially contrast of tone.

Sometimes it may be advisable to have two of the colors about equal in tone, and the other either lighter or darker than the two, according to the nature or surface-area of the matter to be printed.

Of course, it is impossible to lay down any absolutely fixed rule for obtaining a harmony of color; because harmony depends not only upon the selection of colors, but also to a great extent upon the area or amount of each color shown, as well as the placing of same.

Three colors may be very effective in a design in which the surface ratio is as 1 to 3 to 8; but the same colors applied to some other design in which the ratio would be as 1 to 2 to 3, may not be very effective; and in such a case the printer must use his own judgment and modify one or more of the colors to suit the different surface relation which the colors bear to one another.

About sixty-five years ago, Mr. George Field, of London, advocated in "Field's Chromatics," a theory under the name of "chromatic equivalents," claiming that harmony was only obtained when colors of equal intensity bore a fixed surface relation to one another in any design. He maintained that when red, yellow and blue were combined, then the surface ratio should be 5 for red, 3 for yellow and 8 for blue. And when the so-called secondary colors, orange, green and purple were combined, then the surface ratio should be 8 for orange, 11 for green and 13 for purple. And so with the tertiary colors—21 for russet, 24 for olive and 19 for citron, etc.

Concerning this theory, Von Bezold, in his excellent work, "The Theory of Color," says: "It is often maintained that the individual colors in a colored ornament should be so chosen, both as regards hues and the areas assigned to them, that the resulting mixture, as well as the total impression produced, when such ornaments are looked at from a considerable distance, should be a neutral gray. Starting from this idea, the attempt has been made to fix the proportional size of the areas, which would have to be assigned to the various colors usually employed in the arts, for the purpose of arriving at the result indicated. This idea was especially elaborated by Field, an Englishman, who gave the name 'chromatic equivalents' to the numbers of the proportions obtained, a designation which has since been very generally adopted. In reality, however, these 'chromatic equivalents' have no value whatever."

Von Bezold further says:

"It will always remain incomprehensible that even a man like Owen Jones, in the text accompanying his beautiful 'Grammar of Ornament,' should have adopted this proposition in the form given to it by Field, since among all the ornaments reproduced in the work just mentioned there are scarcely any which show the distribution of colors demanded by the proposition in question."

Although this theory was adopted by Owen Jones and others of less prominence, it was a serious mistake; and when it is applied practically to any piece of work, the

folly of it becomes at once apparent.

There are some who still believe in it, and the writer has seen a color-chart which carries it out in fractions to an impossible extent.

It should be plainly apparent to the reader that a selection of three colors may be used in a half dozen different designs by as many different artists, and each one may be a perfect harmony, although the ratio between the area or surface of the colors in each design may be radically different.

In combinations in which red and blue are prominent, if the red is inclined toward orange, then the blue may be slightly inclined toward violet; but if the red is inclined toward purple, then the blue should be inclined toward green, that is, it should be a turquoise or green-blue. A purplish red and an ultramarine or violet blue do not form a good combination, unless the colors are gradually blended into one another, which can often be seen in many beautiful flowers; otherwise, the difference between the two colors must be very slight or very great to produce an agreeable effect. This applies especially to all the colors shown on the left half or cold side of the practical diagram given in the May number of The Inland Printer.

In the following list of combinations with red, we have selected those colors which will be suitable for the average job printed from type or cuts. As each job is a separate problem, the printer must use his best judgment in the selection and adjustment of the relation of the colors to one another to obtain a pleasing result.

COMBINATIONS WITH RED.

Red, yellow, and gray.
Red, yellow, and yellow-gray.
Red, yellow, and yellow-black.
Red, yellow, and red-black.
Red, yellow, and green-gray.
Red, yellow, and green-black.
Red, yellow, and blue-gray.
Red, yellow, and pale olive.
Red, yellow, and sea-green.
Red, yellow, and pale sea-green.
Red, blue, and gray.
Red, blue, and yellow-gray.

Red, blue, and blue-gray. Red, blue, and red-black. Red, blue, and orange-black. Red, blue, and yellow-olive. Red, blue, and pale yellow-green. Red, blue, and green-yellow. Red, blue, and yellow-brown. Red, green, and gray. Red, green, and green-gray. Red, green, and green-black. Red, green, and red-gray. Red, green, and red-black. Red, green, and yellow-gray. Red, green, and yellow-black. Red, green, and yellow-olive. Red, green, and yellow-brown. Red, green, and pale yellow-green. Red, gray, and red-black. Red, gray, and yellow-black. Red, gray, and green-black. Red, gray, and green-yellow. Red, gray, and yellow-green. Red, gray, and yellow-brown. Red, gray, and yellow-olive. Red, gray, and deep olive. Red, gray, and sea-green. Red, gray, and pale sea-green. Red, black, and gray. Red, black, and yellow-gray. Red, black, and green-gray. Red, black, and light green. Red, black, and green-yellow. Red, black, and yellow-buff. Red, black, and sea-green. Red, black, and light sea-green. Red, black, and light blue.

(To be continued.)

SOLICITING TRADE.

The question has been raised as to whether the printing business would not be benefited by a discontinuance of the solicitation of trade. It is declared by some printers, who have given the subject thought, that the custom has worked great harm to the business in numerous ways. Chief among these, it is said, are loss of dignity and cheapening of prices in the general scramble. The contention probably is well founded, and it would be much more agreeable to all if the customer were compelled to hunt up the printer or request him to call when a job of printing was wanted. It would also save expense. But the query arises, How shall the present custom be abolished? Physicians, lawyers and other professional men have a code of ethics, which are said to be religiously observed, but it must be remembered that each of these professions also has a strong central organization which has power to, and does, enforce its code. Among employing printers, however, there is no commanding organization. That is, there is no association which has a sufficient percentage of the trade's membership to insure the carrying out of its rules even by the members themselves. If the time ever shall come when there will be but one employing printers' organization, which ought to include every worthy member of the business, whenever such a body makes up its mind that this or that custom is a detriment, it will have sufficient power to enforce its edicts not only upon its own membership, but also upon the few who are not associated with it.



BY JOHN 8. THOMPSON

The experiences of composing-machine operators, machinists and users are solicited with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Cleaning Spacebands.

A North Dakota operator writes: "(1) Enclosed find a spaceband, which I wish you would please examine and tell me whether there is anything wrong with it or not. It seems to me that it has a rather queer appearance on its edges. They are cleaned on a hardwood block, and am using Dixon's Graphite No. 635. Only some spacebands have that appearance, and, after a day's run, there is a little metal on the casting edge which will not come off by rubbing, and, consequently, I have to use a brass rule and scrape it off. In cleaning them I hold them perfectly flat and use a circular motion. Now, I might be 'seein' things' this time, but then, there is nothing like being on the safe side. (2) Another trouble I am having is that the first elevator goes up with a bang when it seats itself for transfer on the second elevator. The bang, I think, is caused by the screw which adjusts the up-stroke of the first elevator when it strikes the machine frame. The transfer is easy, and the first-elevator connecting-link is adjusted right. Would be very thankful for your advice concerning above troubles." Answer .- (1) The spaceband is all right in every respect. If you find that metal adheres to the bands and is difficult to remove, apply some blue ointment to the spot of metal and allow it to remain over night. This material can be procured at a drug store. (2) Your first elevator on seating with considerable noise is not working abnormally; you can minimize this by rubbing a small amount of oil on the top guide bar, just where the top edge of the front jaw strikes, and also a little oil on the duplex-rail levers where they strike the blocks. This treatment several times a week will help matters. You may use graphite instead of oil if you desire.

Foul Magazine.

An Iowa operator sends two lower-case matrices showing slight indentations on their back lower lugs. These bruises are not from the mold. In his letter he says: "The two matrices enclosed are samples of the way I find some matrices are being mashed on one of the machines here. I found that when the second elevator rose for alignment it was rising too high, so I corrected it, but still I find that the matrices are being injured. I have looked over the intermediate channel, and also the distributor box, but cannot find anything that seems to be catching the matrices. It just seems to be matrices in the lower-case, as I have been unable to find any bruised ones in the capitals or figures or characters. I have looked over the commas, periods, quotes and other thin matrices, but they do not seem to be bruised in the least. The 'i's' and 'l's' appear to be the worst, although outside of the thick matrices I find quite a few that are bruised as the ones I enclosed. It just started the middle of last week. Had night man working on machine last week and discovered the condition of the matrices one morning. I at first thought he was sending in tight lines, but that does not seem to be the trouble. I also tested the lock-up as the mold-disk comes forward, but it seems to be all right." Answer.—The cause of the trouble is probably greasy or dirty matrices or channels in the magazines. This causes the matrices to hesitate somewhat in crossing the verge pawls. These pawls strike the ears and damage them. Clean the magazine thoroughly with the brush, then use gasoline, then use graphite sparingly on the brush, so that the matrices will run freely. The distributor screws should be cleaned also with gasoline.

.Pot Sticks Against Mold.

A Baltimore, Maryland, operator writes: "When casting a nonpareil slug or a brevier slug, the mold and mouthpiece separate with a bang. The face is not cold, nor body of slug. A long primer or pica can be put on immediately and the pot and mold break away without any trouble whatever. The holes line along smooth side of slug and show clear; the lock-up is good. The machine is a No. 1 model and has a long, old-style, single-pipe burner for mouthpiece, which runs perpendicular with burner for heating metal. The burner for mouthpiece has to be turned down for pica or long primer, as it runs too hot when on full. The cam-shoes, which the pot rides on when leaving the mold, have been removed, to no effect. The machine will run along with pin out of plunger, without a sound, making all the motions finely. Put on a six-point or eight-point with pin in, and the mold and mouthpiece separate with a loud bang and threaten to shake the machine to pieces in time. As I said before, a ten-point or fourteen-point can be put on immediately and they run all right. When recasting, on eight-point or six-point, the machine bangs for about twelve or fifteen slugs, then runs smoothly, then gets too hot and squirts, if not stopped until cooled off. The plunger moves freely." Answer .- Your difficulty may be corrected by slightly increasing the general heat of the metal. The noise you notice is due to the sudden breaking away of the jets that connect the slug to the mouthpiece. Except for the annoyance of this vibration, there is no particular harm in the disturbance.

Matrices Bending.

An Ohio operator writes: "I am troubled more or less for some time with thin matrices (once in a great while a thick one - probably a couple of times) getting their ears bent in the distributor box. The upper distributor screws seem to catch hold before the lower screws. These screws seemed to be timid all right, as the beginning of the threads on the upper and lower screws start together. Of course, when the upper back screw is put back to the punch-mark, the only place it will go, it lines up with the other two, and the screws seem to me to be in time. I examined the seat of the matrix lift and found it was slightly worn, and dressed the face of it down a trifle so that the seat would be flush when small matrices lifted, but this did not seem to help matters any, as two matrices caught to-day. I thought for a time that they might have gotten bent in the lineintermediate channel - one of the matrices being high in the assembly elevator and catching on the edge of the channel, but do not think that is the case now, as I ran some matrices into the machine directly through the distributor box, without going through machine, and one caught. The back end of the inclined rails in the distributor box are worn slightly. I have had several problems on the machine, but have always gotten over the difficulty all right, but this is a 'Jonah' to me. It does not do any great harm, but

there is something about it that is not just right. Probably a dozen matrices catch in a week. I enclose a couple of matrices, so that you may see, and may be you can offer some suggestion that will remedy it, and I will be much obliged to you. Am getting along first-rate on machine, but can not melt the keyboard down with my operating as yet. Can set and correct about 3,500 brevier, thirteen ems." Answer.— The cause of thin matrices bending is likely due to the need of a new cam on your back distributor. When you have put in this cam and readjusted your left, you will probably not have the trouble.

Keyrods Binding.

An Illinois operator asks the following question: "Where am I most apt to find the trouble of the keyrods not going back down to their full limit only when two springs are put on? About three are doing this." Answer .-When the keyrods remain up it is not due to the need of two springs, but rather to something binding. Mark the rods, then disconnect them from the verges. Move each keyrod up and down to see if it binds. It will likely be found to work freely. If not, examine upper and lower guide plates for the cause. If you find it is free, then connect the rods to the verges and run out every matrix in the channels concerned, and then see if the keyrods work freely. If not, take off the magazine and remove the offending verges. Polish the verges on crocus cloth and remove burrs from the pawls with a fine file. They should then work freely. Note also that the characters referred to escape from the magazine without binding on the guides and that the channels are clean and matrix ears are not bruised.

Defective Matrices.

A Canadian operator writes: "In regard to my inquiry about low letters of blackface nonpareil and burr on side of lower-case 'e' nonpareil roman, I have increased tension of justification springs and pot-lever spring, and after examination I find no appreciable difference, as you will notice by this proof, which is a sample of nonpareil roman in question. Am not able to speak regarding blackface nonpareil, as font is not available, but at the time of trouble we tried tightening tension of pot-lever spring to no purpose. Can you give any further suggestion?" Answer .- The proof shows that the character appears about the same as before; this indicates that the wall of the matrix is damaged, which permits the metal to enter a point equal to the height of the face of the slug. By removing the defective matrices you will obtain relief. However, to be certain about this matter, examine all of the "e" matrices on both sides of the casting seat; it appears that some of them do not show the fin. As to the imperfect face alignment, since the matrices are aligned facewise by the pressure from the pot against the mold and by the face of the mold against the matrices, it is necessary to have sufficient force from the pot to accomplish this end. To increase the tension of the spring may not be sufficient, especially if the spring is weak or the elevation on the pot cam is low. To begin with, the elevation must be present and of sufficient height to force the pot-mouth tightly against the mold. The spring, if found to yield one-fourth of an inch or so, should be replaced with one that is stiffer. The mold-slide must also move freely in its ways, and the face of the mold, on its first movement forward, should come within about .010 of an inch from the vise-jaws. All the foregoing conditions have a direct bearing on the evenness of the faces of the slug. Besides, the casting mechanism also has a bearing thereon; possibly if you proceed as follows you may improve the slug: First, see that the plunger is fairly tight-fitting

in the well. This condition may be noted just as the plunger descends to cast. Metal bubbling up around it will indicate a loose fit. Put in a new plunger if this condition prevails. The next thing is to clean out the cross-vents with a pointed instrument. These vents should allow a sprue about one-half inch long to escape when the cast is made. This insures that the air escapes readily from the mold, a very necessary condition. If you find that the sprue is not present or is too short, deepen the vents with a knife-blade or similar tool. This procedure must be accompanied also by the cleaning of the jets, and if all steps are properly carried out it should give you a much sharper face on the slug.

Clutch.

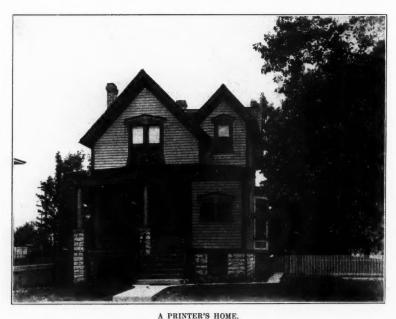
The Western operator who made inquiries about controlling-lever adjustments now writes: "I have examined the adjusting-screw in the stop-lever and found that it was not loose and that the adjustment of the same was O. K. Last night I worked for several hours and cleaned and oiled all the parts having connection with any of the aforesaid mechanism, but it was all useless, and the controllinglever and vise-automatic still have that jerk. The other day the machine was speeded up to eight lines a minute and then I found that the machine would rebound when the stopping-pawl engaged stop-lever, and consequently the last two or three matrices would not be fed to the lifter. The clutch leathers were clean. Many an hour have I put in studying this trouble, but, as yet, I have found no sensible way of fixing it." Answer .- Do not run the drivingpulley faster than seventy revolutions per minute. Remove the clutch-pulley and clean the bearings. Clean the inside surface of the pulley and the leather with gasoline. After the clutch has been attached, have the machine normal, with the power off. Draw out on the controlling-lever, then back the machine a trifle. While the machine is in this position, measure the space between the collar and forked lever. It should be no more than one thirty-second of an inch. Measure also between the collar and journal. This space should not be more than fifteen thirty-seconds of an

· All Kinds of Trouble.

An operator writes from Detroit, Michigan: "The following are some of the experiences I have had in my travels, and would be pleased to have some information on the subject: (1) Should large cam in cam-frames for operating spaceband lever for lower magazine show more wear on roller than cam for upper magazine? What is the cause if it does? (2) Keyrods sometimes do not return to normal position when operating lower magazine, and it is necessary to touch key twice. What is the cause? (3) How can pawls in verges and inside lower end of lower magazine be examined? What parts are to be taken off to do this? (4) How can transpositions when operating lower magazine be remedied? (5) What causes two matrices to get between same threads on distributor screw? Is it the fault of the lift? (6) I notice that matrix delivery belt on lower magazines can be tightened by moving pulley, but can pulley be raised to give a greater incline to belt? (7) When having only one spaceband in line, face of slug hangs over on lefthand side, which does not occur when there are several spacebands in line. Notice apparatus for setting jaws for length of slug gives a little when casting. Can this be remedied? (8) When setting long line of blackface, the spacebands do not seem to hang straight when line is going down between jaws, consequently, when justification (the first time) takes place, the spacebands slip on justification block and do not go up, so at the second justification the

spacebands do not seem to fill out the line and usually cause a small squirt. This only occurs on a long line of blackletter. (9) What causes air-vents in mouthpiece to fill up? (10) When keyrods do not hook readily on verges on doubledecker, how can it be remedied? Would this trouble have anything to do with question asked in No. 2, by something binding somewhere? (11) Why are brass knife-wipers made of two-point brass? Would a thicker piece of brass interfere anywhere with movement of machine? (12) Matrices seem to fall between partitions all right, but seem to hesitate about going into magazine. What causes this? Sometimes they stick at entrance of magazine. Is there anything at this point which ought to retard them? This happens in both upper and lower magazines. (13) What causes bottom of slug to be smooth, as if back-knife has shaved off a little? (14) Sides of slugs show small round holes, except when metal-pot is filled. Does this show lack of ventage in mouthpiece?" Answer.—(1) The wear on the rolls is proportional to their use or to the resistance

upper rails of the box. The remedy is to replace the barpoint. It will sometimes occur when the screws are turned backward too far when matrices are in the box. (6) The belt does not need a change of angle. (7) The model of machine is not given, so we can not describe the method of making adjustment. (8) As a blackface line is resting wholly on its lower front lugs on the duplex rail in the first elevator, it may be possible that these matrices will lean toward the right, which will cause the spacebands to assume the same position. This condition is not normal and it can be corrected. Ascertain first of all if the back-elevator jaw is the normal distance from the front one. It often is found deflected to the rear, thus allowing too much space at this point. When this condition is corrected, the difficulty should not be present. (9) The narrow slits between the jets are usually, if not always, filled with oxid, the finely divided substances always present on plungers, in the well and on the surface of the metal. These slits should be frequently cleaned with a pointed instrument. A knife-blade or bod-



A PRINTER'S HOME.

Residence of A. C. Caldwell, journeyman printer, 5558 Monroe street, Austin station, Chicago.

offered by the keyrod spring. If both cams have equal use the wear should be about the same. Sometimes unusual wear on the rolls is caused by placing two springs on the keyrods. (2) Keyrods do not return to place because of a matrix interfering with a verge pawl; a second touch usually allows this matrix to move forward, thus allowing the pawl full stroke, which permits the return of the keyrod to normal position. A foul magazine, or dirty or bent matrices may be the prime cause of the trouble. (3) If a Model 4 machine, remove the lower magazine, then take out the escapement bar. An examination can be readily made. (4) The nature of the transposition is not stated, but if it is between a spaceband and a matrix, as often occurs, it can to some extent be prevented by allowing a slight interval to elapse before depressing the spaceband key. The larger diameter of the spaceband cam in the front cam-frame is intended to prevent such occurrences. (5) When two thin matrices are found in the same thread of the distributor screws it is due to an increase of the space between the distributor box bar-point and the vertical sides of the two

kin will answer the purpose. (10) In connecting the keyrods to the verges, the hook of the rod should clear the lower lug of the verge. If it is found that they do not readily connect, an examination should reveal the place of interference. This must be determined before a remedy can be suggested. (11) Four-point rule may be used. (12) If the matrices referred to are thick ones, and this trouble occurs at the capital side of the magazine, it may be due to the change of direction the matrix assumes on leaving the entrance. The path of a capital matrix is more or less in the form of an obtuse angle. Where the matrix leaves the magazine entrance and strikes the sides of the channelplate grooves, its force is somewhat lessened, and, in the case of very thick matrices, they will be visibly affected if they are not clean. Try some particular channel of matrices and then clean their ears and repeat the test. An operator of ordinary ability will readily ascertain the cause of trouble by a close scrutiny of the affected parts. (13) The bottom of slugs will appear smooth when the lock-up between pot and the mold is imperfect.

The Merchants' Association Year Book-1908

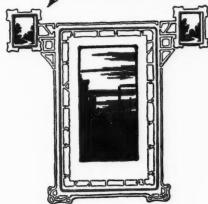
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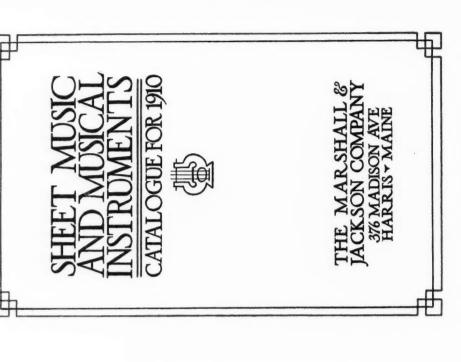
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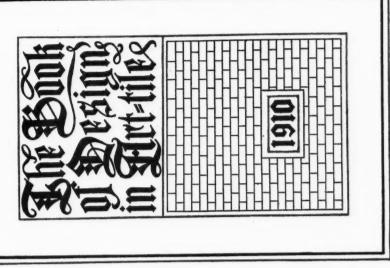


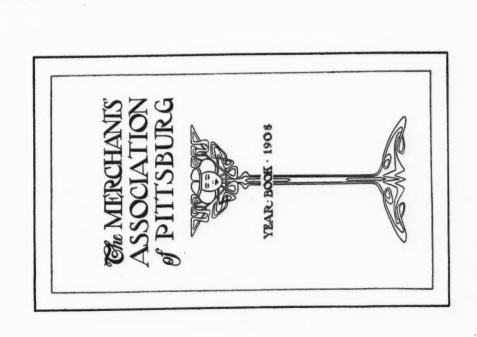
Year Book



CATALOGUE FOR 1910

Title-pages, lettered by A. T. Gaumer, an I. T. U. graduate.



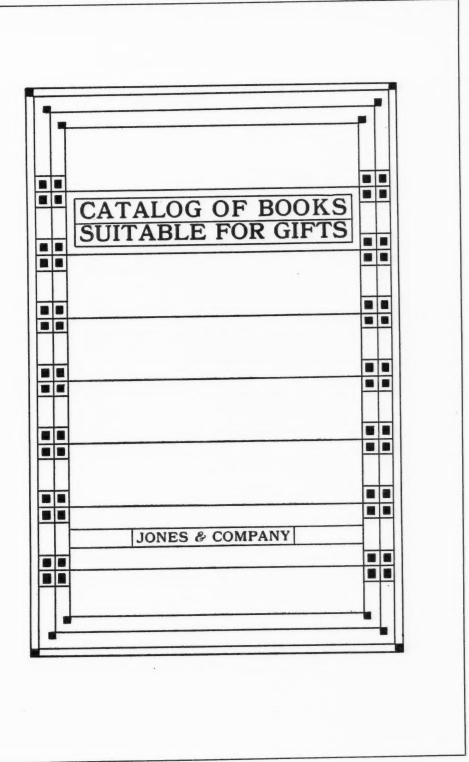


Lettered by George M. Buenger, an I. T. U. student.

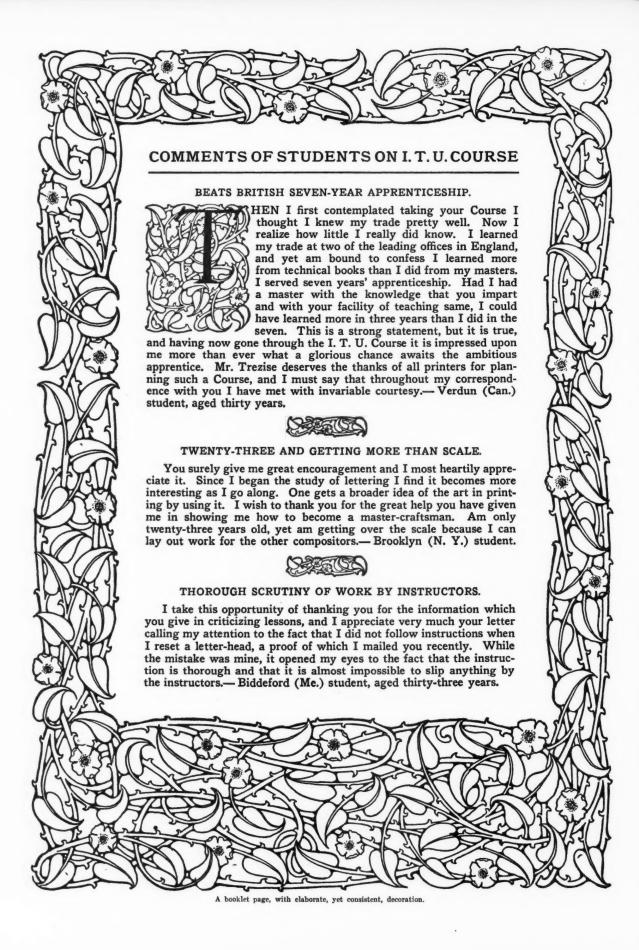
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TE MERCHANTS' ASSOCIATION OF PITTSBURG





An unusual title-page in rules and geometric spots.





BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

The Use of Decoration in Typography.

Ornamentation, properly used, is just as essential in printing as in any other field of endeavor — but it is permissible only when properly used.

No one questions the desirability or propriety of decoration on buildings, for instance, even though they be ornamented in the elaborate manner of the Corinthian order—but just about so often we hear the cry that decoration is unnecessary, even undesirable, in typography.

Ornamentation in typography is desirable as long as it

Historically, the average printer does not care to study ornamentation, nor is it absolutely essential, as a few things kept in mind when ornamenting a piece of work will avoid the greater number of errors of this kind found in the printed page. The consideration of the following points is essential:

Typography consists of flat designs, to be printed on a flat surface, and decoration for typography must be flat, with little if any suggestion of perspective.

The decoration must harmonize with the type, both in shape and tone.

The decoration should, if possible, serve to strengthen the text—at least it should not be incongruous.

Does the ornamentation enhance the beauty of the page? Does the work call for decoration?

The first essential in using ornamentation in typographical design is to see that it is purely decoration, and not illustration. The typographical designer works on a flat surface and his design is to be reproduced on a flat surface. Hence, in order to fully answer its ends, the decoration must be at least comparatively flat — with little if any suggestion of perspective or light and shade. The page to be decorated is a conventional thing — not a natural one — and, therefore, the decoration must be conventional. A conventionalized form may be defined as one which has been simplified according to artistic principle. Fig. 1 illustrates this question of conventionalizing. The first sketch in the upper row is that of a rose in natural form, complicated in line, with its shadows suggesting a depth wholly

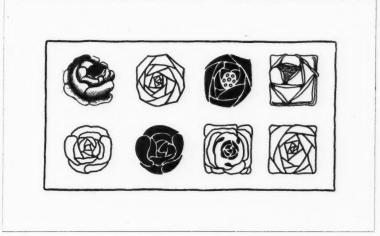


Fig. 1.— A rose in natural form, together with suggestions for conventionalizing, the latter being necessary for design to be printed on a flat surface.

(From "Letters and Letter Construction," now in press.)

contributes to the beauty of the printed page, or as long as it tends to strengthen, by symbol or otherwise, the text.

With all due admiration for the chaste designs which may be, and are, produced without the aid of ornamentation, and having in mind the atrocious results which all too frequently follow the unintelligent use of decoration, we are inclined to think that the omission of all decoration from the printed page would be undesirable.

Anyway, it couldn't be done. The printer has as much human nature as other folks; and human nature runs to decorative effects.

So, instead of trying to cut out all ornamentation, the best course seems to be a study of its proper use.

unsuited to the flat decoration necessary to the printed page. We must conventionalize it by simplifying it, and yet, we must preserve the characteristics of the rose — or at least some of them. The remainder of the sketches in this diagram suggest a few different ways in which this may be done. No matter what motif is chosen for decoration, whether it be flowers, fruit or anything else, this conventionalizing by simplification must be carried out if the decoration is to be entirely suitable for the printer's needs.

The decoration must harmonize with the type — it must harmonize in shape and tone. The roman capital letter is a formal, dignified letter, and the decoration to be used with it should have at least something of those character-

istics; the italic letter is free, graceful and flowing, and is at its best when used with decoration of that nature; while the gothic letter, rich in design and color, must have decoration of like characteristics, in order that its beauty may be fully brought out. Figs. 2, 3 and 4 illustrate these

Then, wherever possible, the decoration should bear a relation to the text as well as preserve a harmony with the type-face. A few ornaments, carefully chosen from the wealth of decorative material offered by the typefoundries will enable the printer to cover this point satisfactorily.

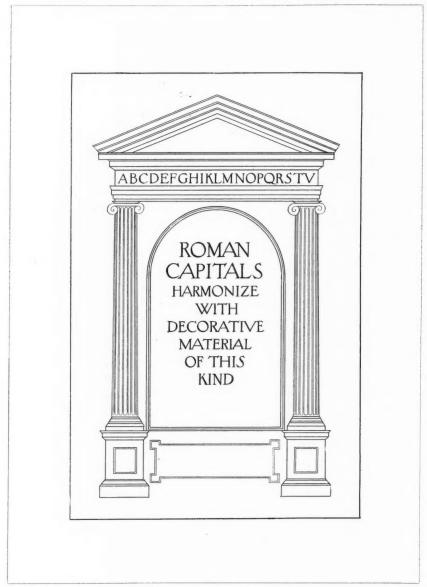


Fig. 2.— Roman letters in appropriate decoration.
(From "Letters and Letter Construction," now in press.)

points. They also show a harmony of tone between letters and decoration.

One should see that the decoration on a piece of work is consistent with the subject. Just as the letter form adds to or detracts from a piece of work in accordance with its suitability or lack thereof, so does the decoration exercise an influence. One would not think of using block type in connection with a gothic design; even less appropriate would it be to decorate the cover of a book of Egyptian travels with Celtic ornament.

For ecclesiastical printing there are the crosses of various designs, and the many gothic ornaments to be found in connection with the text types of the catalogues; for the decoration of printed matter, with music as a subject, there are numerous harps, etc.; for printing suggestive of plays and players one readily finds various masks suitable for comedy or tragedy—in fact, one may procure decoration symbolical of almost any subject he may be dealing with. As illustrating this point, we show herewith, in Fig. 5, a few symbols, together with the subjects which they repre-

sent. Then, too, while it is desirable that one use ornamentation directly connected with the subject, it is not absolutely necessary. Where one can not procure decoration the suggestion of which has a direct bearing on the subject, other ornamentation may be used. If, however,

Shamrock: The flower of Ireland; good fortune. Chrysanthemum: The flower of Japan.

Circle: Eternity - without beginning and without end.

Holly: Christmas. Laurel: Victory.



Fig. 3.— Italic letters in appropriate decoration. (From "Letters and Letter Construction," now in press.)

the latter does not strengthen the text by its suggestion, care should be taken that it does not call to the mind something entirely foreign to the subject. The use of decoration suggestive of agriculture on a book of sea-tales would be infinitely worse than no decoration at all.

The following is a brief list of symbolic forms, together with the subjects which they represent:

Rose: The flower of England; royalty.
Lily: The flower of France; purity.

Thistle: The flower of Scotland; independence.

Grape: Pleasure; good cheer.

Cross: Christianity.
Hour-glass: Time.
Palette: Art.

Lion: Power. Eagle: Superiority.

Dove: Peace.

Dragon: Ancestor worship.

Goose: Christmas. Turkey: Thanksgiving. Hare or Rabbit: Month of March. Peacock: Magnificence and pride.

Scythe: Death.

Thus far there is little, if any, opportunity for argument based on the variance of personal opinion. The ques-

the contour of the group to a more satisfactory shape, then we are justified in its use on the basis of enhancing the beauty of the page. Or, if the use of a long, narrow piece of decoration leading from a group at the top of the page toward another group at the bottom, serves to carry the

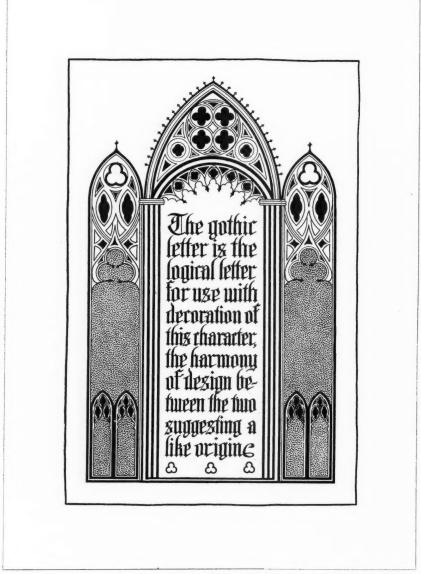


Fig. 4.— Gothic letters in appropriate decoration. (From "Letters and Letter Construction," now in press.)

tions of conventional decoration, harmony of decoration with type and the suitability of the decoration to the subject are more or less fixed ones. But with the question of whether or not the decoration enhances the beauty of the page comes the differences of opinion — and the question can not be positively settled one way or the other. One may, however, bring numerous points to bear on it. If, for example, the addition of a spot of decoration underneath a severely plain group of type or a panel design serves to break up the white space pleasingly or change

eye across intervening space and lead from one part of the text to the other, it may be said to at least add attractiveness to the piece of work.

Does the work call for decoration? Again comes up the question of personal taste. If there is any doubt as to whether a spot of decoration is desirable, leave it out. One can not spoil a job by having it too severely plain, but it is the easiest thing in the world to make a piece of work too decorative, and, for this reason, it is best to be on the safe side and use no ornamentation as long as there remains a doubt as to whether or not its use is justified. Nowhere has the printer such an opportunity to exercise restraint as in the use of decoration. The main question, however, is not whether decoration should be used — for the pieces of work on which it is not permissible are comparatively few

The prize-winning designs, together with a number of the other entries, portraits of winners, etc., will appear in the December issue of The Inland Printer, and, as the subject for the contest is a title-page for a Christmas-entertainment program, the reproductions will appear just in time

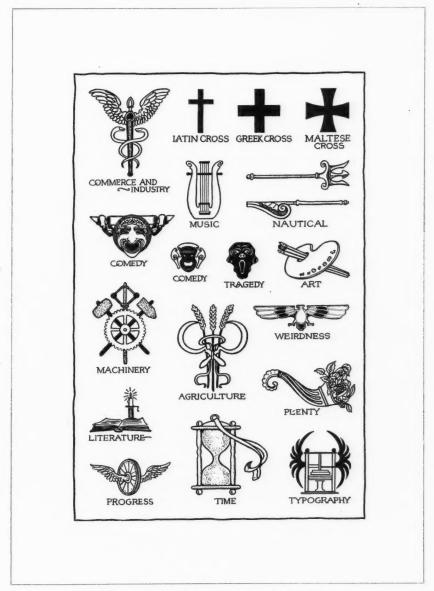


Fig. 5.—Symbols suitable as decoration for various subjects. (From "Letters and Letter Construction," now in press.)

— but how much decoration. This will depend partly upon the subject and partly upon the nature of the design, some subjects, of course, permitting of a greater amount of decoration than others.

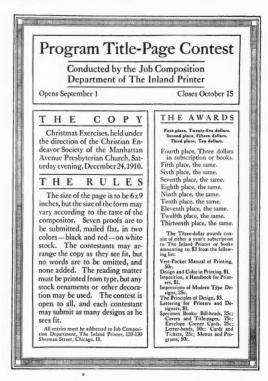
The Job Composition Contest.

The program title-page contest closes October 15. The entries are being received in large numbers, and this contest promises to maintain the successful standard set by the competitions recently conducted by this department.

for their adaptation to the needs of the Christmas printing. These contests in job composition have been exceedingly popular. The last one, the subject for which was a title-page for a catalogue, resulted in nearly eight hundred entries, while in the one prior to that—a business-card contest—nearly a thousand competing designs were received.

The fact that the prize-winning designs are reproduced, together with a selected number of the other entries, offers to the contestants an opportunity of comparing the various

ideas, thus affording the educational feature which is the chief aim of these competitions. While the prizes are, of course, greatly to be desired, it is in the comparison of his



own work with that of other printers that the contestant finds the greatest benefit.

Read the above announcement, note the amounts of the various awards, and send in your entries immediately.

THE FIRST TYPEFOUNDER ON THE PACIFIC COAST.

Andrew Foreman, who died July 27, 1910, arrived in San Francisco in November, 1866, with the equipment of the first typefounding plant established on the Pacific coast. He was, apparently, the only typefounder then on the coast, and had to train all his help - casters, breakers, rubbers and setters. This foundry was owned by William Faulkner & Son, and known as the California Type Foundry. The business was carried on until 1873, when it was sold to Painter & Co. William Faulkner was a printer who came from Norwalk, Connecticut. He arrived in San Francisco in 1849, and on August 25 of that year, Faulkner & Leland started the Pacific News. The firm prospered, and Leland returned to New York, where he started the Leland house, a successful hotel, out of which grew a chain of well-known Leland hotels. Faulkner soon abandoned the newspaper field for commercial printing, to which he added an agency for type and printing machinery; and out of this agency grew the opportunity to start the first typefoundry.

Andrew Foreman was born in Edinburgh, Scotland, in 1833. He entered the foundry of Miller & Richard at the age of eight, and remained there until he had mastered every branch of the business. In 1851, he came to New York, under engagement to George Bruce. He returned to Scotland, married and settled down; but, ere long, the call

of the land of opportunity was too strong, and he came back, entering the employ of the Conner foundry, and thence he went to San Francisco. In 1880, Mr. Foreman, together with his son, Andrew, Jr., commenced business in San Francisco under the firm name of Foreman & Son. Mr. Foreman was an indefatigable traveler. In 1866, he made a long tour of Europe; in 1891, he traveled in Australia for several months, returning through Europe. He also spent a few winters in Florida. Though he enjoyed a substantial prosperity, he was always noted for industry and attention to his business. Many readers of THE INLAND PRINTER will remember this kindly, genial gentleman, for few men in the trade were more generally known.

Most of the facts in the foregoing notice were derived from an article written several years ago for The Inland Printer by the late William E. Loy, another of the coast pioneers of happy memory, among the older printers of the coast.

WORKING FOR BETTER CONDITIONS.

It is pleasing to note the general uprising of employing printers against their common enemy — sweatshop prices. And it is still more pleasing to know that the trade has among its membership so many men who are willing to devote time and energy to the general welfare. There could be more of them, of course, and ought to be. Moreover, a greater appreciation could be shown by those who thus far have shouldered none of the work involved in the organized movement. But this is only a repetition of the history of other such movements inaugurated in the interests of the many. Not like hen's teeth are the men who are ready and anxious to reap a harvest the seed for which was sown and cultivated by their fellows. But, as just stated, this has been the history of progress since the beginning, and probably will be for many years to come.

There is one little help, however, which every printer can render the Ben Franklin Club movement, with practically no sacrifice of time or money. Write a letter to the president or secretary of your local club, or, if there be none in your city, to the nearest organization. Let the men who are working in your interest know that their efforts are being appreciated, and that, while you may not be in a position to lend material assistance, your good will and well wishes follow them in their battle against sweatshop prices and their efforts to establish businesslike conditions in printing-offices.

When you have done this, you are sure to feel better, and the recipients will be spurred on to still greater effort.

EDITING AS IT IS DONE IN MISSOURI.

The editor of the Arrow Rock (Mo.) Statesman publishes at the head of his editorial page the following notice:

Legal printing at Legal rates. All announcements of pay entertainments, shows, suppers, etc., per line.... Wedding write ups of more than 2 inches from \$1.00 to \$10.00 according to the way you value your prize. Resolutions of Respect Card of Thanks .50 All unobjectionable News Items and notices of interest to the general public Our columns are open for discussion of all subjects of interests to the public. According to custom editors and their assistants are given Complimentary tickets to all public gatherings worthy of note. We will accept all such complimentaries with the understanding that after attending we will give the same such notice as we think it deserves.

No variation from the above except for time contracts.

SPECIMENS



BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago.

Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package.

The J. W. Pratt Company, New York .- The motto card is pleasing, both in arrangement and colors.

ROGERS & OWEN, Dixon, Illinois.— The cover-design is well handled, and the colors and decorations are appropriate and pleasing.

C. A. SESSIONS, Granite, Oklahoma .- The blotter is neat in arrangement and the suggestion is clever. We think that inasmuch as there is

AD MILLER, Maysville, Kentucky.—The specimens are excellent, and v.

B. BR. Los Angeles, California.— The type used on the bill-head is altogether ... 'arge. Nearly all of the lines could be reduced several

W. C. BARBEE, Medic 4, Oregon .- The card is nicely arranged and well printed, although we think the green a trifle strong, inasmuch as it makes confusion in the text.

FROM the Sunset Printing Works, Seattle, we have received a series of interesting and attractive blotters. The advertising which they contain is excellent and they are well gotten up.

A. L. BARRETT, Curling, Newfoundland .- The printing on the address is clever and original idea, as is also the arrangement of the little folder. The latter should prove effective advertising.

JAMES A. MURBAY, Chicago, Illinois.— The August calendar is very pleasing, as is also "The Lookout," although we think that a trifle lighter stock for the cover would lend to its legibility.

MASSEY-HARRIS COMPANY, LTD., Toronto, Ontario.— The booklet is well arranged, although we think the running heads are rather weak. Either darker ink or heavier type would be an improvement.

T. W. LILLIE, Devol, Oklahoma .- The letter-head, with the exception of being a trifle crowded directly underneath the main line, is well arranged. You should, however, use more ink, and of a trifle better quality.

H. A. WALKER, Billings, Montana.—Your commercial specimens are exceptionally good, especially the letter-head arrangements. The program is well gotten up, although we rather think the lettering on the cover a trifle

Menu Toasts CANAPE A LA GOETZ Toastmaster HON. WILLIAM H. RYAN BLUE POINT OYSTER COCKTAIL Table Celery Chow Chow Queen Olives "Once a Traveler, Always a Traveler" CREAM OF ASPARAGUS DANIEL J. GEARY TENDERLOIN OF BEEF LARDED Our First President Green Tips Pommes Julienne Mushi JOHN J. GAINEY ROAST HILL CREST FARM CHICKEN STUFFED-GIBLET SAUCE Recollections of a Traveler New Potatoes Hearts of Lettuce JAMES KANE Plum Pudding, Brandy Sa Crackers Coffee The Ladies DENNIS E. RYAN White Rock Water

An interesting arrangement of rules. The page would look better, however, if the reading-matter were moved nearer the top.

plenty of room in the end panels the leading-out of the list of items would help.

J. W. Alden, Chicago. The card and blotter are excellent, the latter being an unusually satisfactory combination of type-design and color.

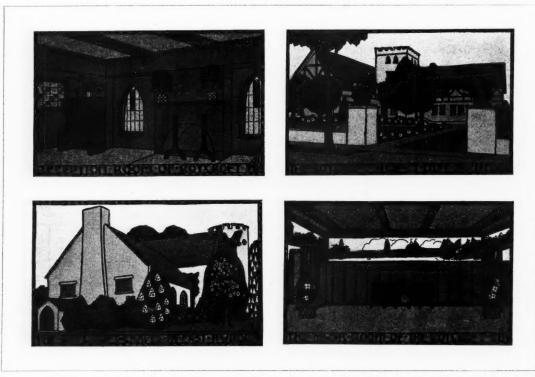
large and bold. A rule or light border around the page, confining the lettering to a smaller space and size, would be an improvement. Unless the lodge colors necessitated such a dark purple it would be better if made lighter, as it would then contrast better in tone with the black.

Keith Rogers, Park Rapids, Minnesota.—The circular would be more easily read if leaded with two-point leads. The arrangement is very good.

From Dard Hunter, East Aurora, New York, we have received a copy of a booklet recently gotten out by him for the Roycroft Inn. The conception is unique and the result is a piece of printed matter that will attract attention. The most noticeable features of the work are the illustrations of

ROBERT G. RUGGLES, Boston, Massachusetts.—The specimens are all neat in design and well printed. The cover of the booklet of "Summer Class in Spain" is very attractive. We like very much the title-page of the program for the Andover Theological Seminary.

W. H. Daly, Cairo, Nebraska.—We find nothing to criticize in the two specimens, except that a trifle more ink on both of them would be an



Four pages from a handsome booklet, gotten out by Dard Hunter for the Roycroft Inn.

some of the points of interest of the Inn. They are six in number, printed on brown stock in beautiful strong colors, from special drawings which suggest the influence of the unique German style of decoration. The reproductions herewith will give an idea of the style in which these illustrations are handled, although the beautiful color effects are lacking.

A portfolio recently issued by the Chicago Paper Company to further the interests of its "Hickory Bond" paper contains excellent examples of high-class stationery, printed and stamped in colors on the various tints of stock.

H. EMMET GREEN, Anthony, Kansas.— Your specimens are all exceptionally attractive in design, the simplicity in which they are treated producing the best of results. The cover for the menu is especially pleasing in design and color.

LAPORTE PRINTING COMPANY, Laporte, Indiana.— For a large bill of this kind you have certainly done an excellent piece of work. We have no criticism whatever to offer, although personally we would prefer some color other than red.

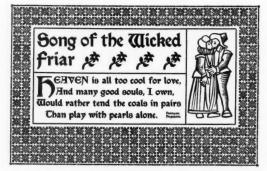
N. E. Bishop, Nashville, Tennessee.—Your blotter design calls for no criticism. It is well arranged. Personally we would prefer it printed in black and orange—the latter the same color which you have combined with the green.

MILTON S. GRIM, South Bethlehem, Pennsylvania.—The blotters are both attractive in appearance, the one in black, green and red being an unusual and clever conception. The blotter in red and black is a very neat, clean piece of work.

CHARLES E. CANTRELL, San Francisco, California.—The card is very attractive, and we have no criticism to offer, with the possible exception of suggesting a slight letter-spacing of the main line, in order to avoid the wide spacing between words.

CHARLES H. GRUNER, New York city.— On the blotter printed in black and red the border is altogether too strong to harmonize with the type. It should have been printed in a tint. The other blotters are neat in arrangement and the colors are pleasing. improvement, as they are rather gray. A little more care in joining the rules at the corners would also help materially.

The School of Printing, North End Union, Boston, sends out each month, in connection with its Apprenticeship Bulletin, attractive motto cards, well designed and printed on suitable stock. The latest one, a reproduction of which we show herewith, was in black and orange.



A motto card from The School of Printing, North End Union, Boston.

Botz & Sons Printing Company, Sedalia, Missouri.— The program and letter-heads are especially pleasing, the color combination on the heading for the Mace L. Minor Company being unusually good. We note a gratifying improvement in the late issue of your house organ, "The Quoin Key." The commencement number of the High School Record is handicapped severely by the unusually amateurish cover-design.

The F. J. Finck Stationery & Printing Company, Galveston, Texas.— The program is very attractively gotten up and calls for no criticism whatever, with the possible exception of the rules at the tops of the pages, some of which show rather unsightly openings at joints.

Ernest E. Adams, Toronto. Ontario.— Your specimens throughout, and more especially the cover-pages, show a simplicity of design that is very pleasing. The covers for the "Homes and Lands Corporation" and the "Amateur Champions of Canada" booklets are unusually good.

THE product of the Standard Printers, Brockton, Massachusetts, is characterized by bold and striking designs in type and unusual effects in color. Both type and color, however, are thoroughly harmonious, and the result is a distinctive quality not found in the usual run of printed things.

LAURIE B. WARNER, Prince Rupert, British Columbia.—Your work is excellent, and we find very little opportunity for criticism, or even suggestion as to improvement. The arrangement of folios on the by-laws booklet is original and clever. We note on all of the work a pleasing use of color.

THE Globe-Wernicke Company, Cincinnati, Ohio.—The cover-design is unusually attractive in design, but personally we think the colors not pleasing, especially the yellow-brown used in combination with the red on the lettering. We rather think that black or green would have been more satisfactory.

W. H. FLATHART, Baltimore, Maryland.— Your designs are strong and pleasing, but nearly all of the work shows too much of the red in proportion to the other color. One should bear in mind that a small percentage of the warm colors—red, yellow and orange—is all that can be successfully used in ordinary work.

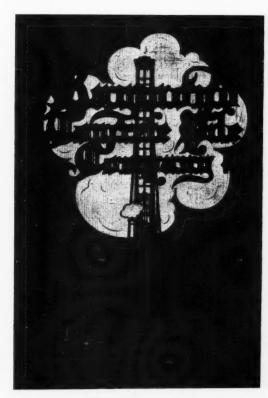
D. S. Ford, Sydney, Australia.—The booklet would have presented a much better appearance if a stock other than red had been used for the cover. Gold on red is rarely ever a pleasing combination for printing. The half-tones on the inner pages are not well printed, and the open joints in the rule panels detract from the general appearance.

MARGARET EVANS, Essex, Iowa.— The poster would have looked better if the cut-off rules were a trifle lighter. The fact that you have such a great variety of type-faces in the job also detracts from its appearance, but we presume that both of these things are due to lack of sufficient material. The turning around of the corner advertisements could, however, have been avoided.

CHRONICLE PUBLISHING COMPANY, LTD., Alexandria, Louisiana.— Your commercial specimens, especially the two letter-heads, are very neat and attractive. The large initials in the booklet for the Building and Loan Association result in rather large broken spaces for pages of this size, and we think that decorative letters which would fill the spaces more evenly would be an improvement. Or, in case this was not feasible, the making of initials of equal size by means of rules or borders would help. Both of the cover arrangements for this booklet are good.

Perhaps the most noticeable typographical feature in the Souvenir of the Fifty-sixth Annual Convention of the International Typographical Union is the use of rules for panels and other decorative arrangements. The book is handsome throughout—from the cover-design, embossed in gold and brown on brown stock, and the specially designed end-papers printed in gold, through the artistic ad. composition and the attractively arranged text pages with their appropriate and pleasing illustrations in half-tone—

and is fully up to the high standard set by the souvenirs of the past few years. But in the manner in which rules have been used to add to the typographical display the compositors — Win. A. Seymour and Charles A. Rose — fairly outdid themselves. We reproduce herewith a few of the pages. The originals were in black and brown, on light-brown stock.



A strong catalogue-cover design.

We reproduce herewith the cover of a catalogue recently produced by the Manufacturers' Publicity Corporation, of New York, for the Raymond Concrete Pile Company. The original is embossed in red, black and white on brown stock, the effect being very pleasing. The inner pages are well printed, largely from half-tones, on coated stock.







The souvenir of the late Typographical Union convention was characterized by the free use of panel designs.

J. W. Yates, Philadelphia, Mississippi.— The title-page is an excellent piece of type-design, and could well be used as a model for the cover. The latter contains so much rule and decorations that the type is entirely overshadowed. Decoration on a page must be of such a nature as will serve to bring out or emphasize the text, rather than obscuring it.

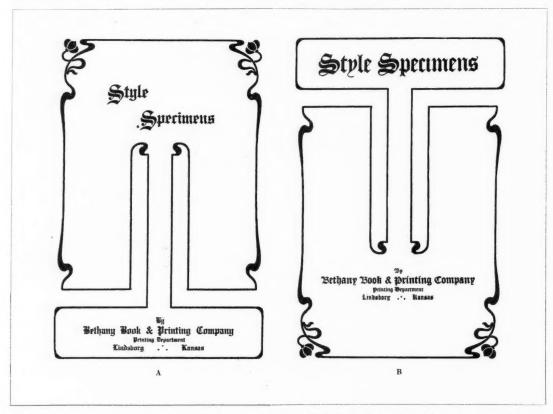
F. C. MEYER, Troy, New York.—We would prefer a one-point rule under the running heads in the catalogue for the Albany Foundry Company, as it would preserve a better tone harmony with the type-face. The tendency of the light-face rule to present a broken line is also undesirable. The cover of the catalogue is very attractive, as are also the other specimens of handlettering.

RENFREW Journal, Renfrew, Ontario.—The specimens are very striking in design and color, and show much originality. We would, however, make one or two suggestions. Where black and red are used as a color combination, especially on blue paper, care should be taken that the red be of an

much better than when it is built up from the bottom. On this theory, we have turned the design around on the page, and show herewith reproductions of both arrangements. The following of this theory a step farther, making the heaviest part of the design at or near the top of the page, would suggest that the lower corners be a trifle less strong.

FROM the Union and Times Press, Buffalo, New York, we have received a package of unusually good examples of commercial printing. The color combinations are pleasing and the typography is characterized by original treatments. The accompanying reproduction of a menu shows an interesting arrangement of rules, although personally we would have preferred the reading matter much nearer the top.

VICTORIA PRINTING COMPANY, Toronto, Canada.—All of the type arrangements are good, but they would show to much better advantage if you used orange, instead of red, with the blue. We also note that in one or two instances you have used rules for underscoring which are too heavy, as



A peculiar proposition. In A the effect is a page built up from the bottom, while in the resetting, B, the page has more the appearance of hanging pendant from the top — a desirable feature in typography.

orange hue rather than of a violet hue—in fact, on the blue paper, orange itself would be even better. Then, too, one should avoid the use of too much red, as is shown on the bill-head for H. O. Moss. Just a touch or ded to brighten up the job is sufficient where the larger sizes of type of the lining gothic family are used in connection with the text type, as on the Grigg letter-head, the lack of shape harmony between the two is very apparent. The cover-pages, especially those of the Barnet catalogue, the prize list and the constitution, are especially pleasing.

KARL E. DAVIS, Whitesburg, Kentucky.—The arrangement of your letterhead is very satisfactory, but the presswork is not what it should be. A little more impression and a little more ink would improve it greatly. Your rules are in poor condition for the making of panels. We would suggest the use of the gothic letter for the date line also, as the two type-faces do not harmonize.

Paul A. Gustafson, Lindsborg, Kansas.—Your specimens show a tendency toward the use of strong colors, and on not a few of them tints would be much better. Your page entitled "Style Specimens" presents a peculiar proposition. Being built up from the bottom, it has an appearance of solidity not exactly in keeping with a printed page. We read a page from the top downward; it is made up from the top, and where the design is so placed on the page that it hangs pendant from the top the effect is

they stand out much more prominently than the type under which they are placed. The blotter is excellent.

DIXON'S JOB PRINTERY, Angier, North Carolina.—A little more ink and a little more impression, especially on the hard papers, would materially improve the appearance of your work. The arrangements of the jobs are satisfactory, with the exception of your own letter-head, which carries altogether too much ornamentation, especially as it is of such a nature as to be entirely unrelated to the subject of printing. Avoid wide spacing between words in text type.

IRWIN A. GAUMER, Salt Lake City, Utah.—The booklet is well gotten up as far as typography is concerned, but we think that slight changes in the colors would be an improvement. On the cover the colors are rather dull, and the use of a dark blue instead of the black, or the adding of a little red to the brown, would help. The red on the inner pages inclines too much toward the blue, and the use of orange-red would result in a better harmony, both with the black ink and with the stock. The presswork is not satisfactory.

TAKE your time, but keep your hands off the time of busy people.— Ideal Power.

NEWSPAPER WORK

BY O. P. BYXBEE

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Starting in Journalism.

In an unsigned letter a correspondent from Pella, Iowa, asks: "I would like to have you advise me, if you are able to do so, which would be the best: a course in journalism for a start in newspaper work, or actual experience; and if the first, what school would you advise, or have you any such training department? Would a college course in economics or journalism materially help a person wishing to take up newspaper work? I know you maintain some kind of a school in Chicago, but do not know what branches. Please advise if you have a branch suitable to my demands. I have just graduated from high school and have a talent for English and newspaper writing, and have been allowed to develop myself somewhat in the local offices and would like to take up something advanced." The I. T. U. Course in Printing, conducted by The Inland Printer Technical School, which our correspondent has in mind, does not teach newspaper writing. There is no better school than the hard school of actual experience, but it is difficult to get a place on a large paper where the advanced experience may be obtained, and, in order to offer this advantage to aspiring young men, several of the universities have established schools and courses in journalism, which are conducted as nearly as possible along the lines of actual newspaper work. The University of Missouri, at Columbia, has such a school, and this is convenient to the questioner's location in Iowa.

A Loving-cup for Best Ad.

At the fall meeting of the Western Iowa Editorial Association, held at Hamburg, Iowa, September 9, the Hamburg Commercial Club offered several handsomely engraved loving-cups as prizes for special features. One was awarded to the best appearing country paper, another for the best display of jobwork, another for the best displayed ad. from copy submitted, and still another for the best story of the meeting and description of Hamburg. THE INLAND PRINTER was asked to act as judge of the ad.-setting contest and awarded the cup to C. E. Wheeler, of the Woodbine Chronicle, and his ad. is reproduced herewith. It is a wellbalanced ad. throughout. The subject of the ad. is the "Western Iowa Editorial Association," and this is given greatest prominence. Next in importance comes the "Fall Meeting," and the date and place where it is to be held. In order to avoid the appearance of being all display it was necessary to set a portion of the copy in smaller type, and the selection made by Mr. Wheeler is correct. The Hamburg Commercial Club, which was displayed in most of the ads., would mean little to the members of the association and did not require particular prominence - " Something Doing All the Time" was of greater importance as it was much more likely to increase the attendance, which, presumably, was the object of such an ad. If the compositor had used a little larger letter for "The Fall Meeting" perhaps it would have improved it slightly, and the ornaments on either side of "will be held at" are superfluous as they do not add anything to the artistic appearance of the adand make the line difficult to read. Caps. might have been used for "The Hamburg Commercial Club" to advantage,

The Fall Meeting

OF THE

Western Iowa Editorial Association

SSS WILL BE HELD AT SSS

HAMBURG

Friday, September 9, 1910

It is desired that every newspaper man and woman in Western lowa be in attendance. The program is short. The day is to be spent in having a general good time. The Hamburg Commercial Club is to have charge of the entertainment and that means

"Something Doing All the Time."

AD. AWARDED A LOVING-CUP.

running it in just the same. These criticisms, however, are only minor ones. The ad. is a dandy and well deserves the honor of being first.

Newspaper Circulating in India.

The price of the leading morning newspaper in Bombay, delivered by mail, says the Fourth Estate, is 66 cents a month, but if a subscriber will take it from a carrier who delivers it at 7 o'clock and will read and return it when the carrier calls again at 11 o'clock, the price is only 50 cents a month. If the subscriber is willing to wait for his morning paper until 4 o'clock in the afternoon he may have it at that hour and return it to the carrier the next morning for 33 cents a month. Or, if he likes to keep his old papers, he may wait until the next morning after publication, have his paper for 33 cents a month and be under no obligation to return it at all. Thus the same paper may be circulated through three different households, and the total revenue therefrom will amount to \$1.05 per month.

"Why Go to Canada?"

Under this title the Calgary (Alberta) Daily Herald issued a handsome supplement, elaborating on the advantages of Alberta as a place of settlement. There were eighty pages and cover, filled with well printed half-tones and nicely displayed advertising.

Achievement Number.

Something new in a title for a special issue was used by the Centralia (Ill.) Sentinel when it issued its "Achievement Number" in August. This number "reviewed the progress and growth of Centralia and exploited the rich territory adjacent thereto." It made a strong bid for business and a good percentage of its 184 pages was advertising.

Society Girl Advertises a Newspaper.

At a merchants' carnival recently held in Cuero, Texas, one of the prominent society young ladies was induced to



SOCIETY GIRL AS A NEWSPAPER AD

represent the Cuero Record. The photograph shows how nicely she advertised the newspaper.

System and Costs on a Newspaper.

One of the most practical papers ever read before a gathering of newspaper men was an address at the last meeting of the Louisiana Press Association, by Conrad J. Lecoq, of the Pointe Coupee (La.) Banner on "System in a Newspaper and Job Office." A portion of that part of his address applying to the newspaper end of the business was as follows:

The subscription list is the first to occupy our attention. Inasmuch as all of our subscriptions are paid in advance, there is practically no

bookkeeping necessary. We have a card system for the purpose of keeping tab on expirations, renewals, etc. A card, or as many as may be required, is made up for each postoffice. This card is ruled so as to allow room for including every month of the year, the name of the subscriber, the date subscription was taken or renewed, date paid, and in the square provided therefor, the date of expiration, adding any remarks that may be pertinent to the item on the blank line. Every month the card-case is gone over and a list made of the subscriptions expiring during the month, and notice is sent to each name appearing on the list, also a bill covering the renewal. At the end of seven or eight days, if a remittance has not been received, we send a second notice, and at the end of seven or eight additional days, if we do not hear from the subscriber, we simply take the name from the mailing galley. This, however, is rarely necessary, as we receive the renewal the day after they fail to receive the current week's paper.

Now, in giving receipts for subscriptions, each receipt is made in triplicate; the original is printed on white paper, the duplicate on yellow paper and the triplicate on pink paper. The original contains a full account of the transaction, such as the name of the subscriber, address, the person ordered by, the expiration date, to whom and by whom paid. This prevents a great many controversies. The original receipt goes to the subscriber, the duplicate stays in the office, and the triplicate goes into the compositor notes the fact; if a new subscription, upon the name being set he takes a proof, "O. K.'s" the triplicate, and attaches the corrected proof to the triplicate and files it carefully away for future reference.

Copy for advertisements receives the same careful handling. The copy is sent into the composing-room, set in type, proof taken and corrected, and the copy is returned to the office with the proof attached, and it is filed away. We usually file it away, each month, to itself. If you adopt this system you will soon realize its value, for the reason that when some rate advertiser, commercial or legal, walks into your office and begins to blame you for errors, all that you have to do is to go to your file, get his copy and the proof and put it before him. In nine cases out of ten you will find that the irate one is the party who has been guilty of the grossest carelessness, and he will commend your businesslike way.

Now, let me offer you a suggestion as to filing your papers. The old stick paper-file has served a useful purpose, but it has to give way before modern thought. We make two covers from light boards and cover these with duck or marbleized board, making a flexible back, and through this we run two large bolts; between these covers we place twelve sheets of ordinary China board, tabbing them and placing the names of the various months on the tabs. Each week the paper is filed under the proper month, and when the end of the year rolls around, instead of having a lot of torn, yellow, perforated and nearly unreadable papers, you have a neatly bound volume which will last and remain clean and neat for years and years to come.

Now, as to cost—the cost of publication. This is a condition which is different in every office. Hence I will dwell only on those items which should be included in the cost column. They may be classed as follows: Salaries, rents, insurance, interest, depreciation, stock, freight and express, ink, rollers, office expense, postage, etc.

In other words, I can better explain by saying that in its broadest sense cost consists of general expense, labor expense and material expense, the sum of which gives the total cost. The one element which offers serious complications in figuring cost is that of burden, and which includes heat, light, taxes, etc.; hence, in figuring cost include all the items above given, and possibly you will discover just in time that you can not afford to carry advertising matter for 5 cents per inch, when it is actually costing you 10 cents, and possibly 12 cents to carry it.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Adair (Iowa) News.— Your paper received favorable comment in April. It is nicely arranged and well printed.

Lee's Summit (Mo.) Journal.—You need some strong display heads to break up the monotony of your first page, and a more even distribution of ink in the presswork.

Wilkinsburg (Pa.) Booster.—Your paper is exceptionally well arranged, with up-to-date and attractive headings. Keep the color even and there will be nothing to criticize.

St. John (N. B.) Daily Telegraph.—A thoroughly metropolitan paper with nothing to criticize except the occasional placing of heads of the same size side by side in the middle of the page.

Military Digest, Fort William McKinley, Rizal, Philippine Islands.—As a personal opinion I would say that you were going to unnecessary expense in putting a cover on your little paper, and twelve pages is an odd-sized form. Why not make it sixteen pages, omit the cover and print it all in one form? The double headings in No. 10 are better than in preceding issues. It would be a still greater improvement if you would make the first lines shorter and set in caps.

Robinson (Kan.) Index,—Eleven years ago the Index was criticized in this department. It is a neat paper and certainly a great credit to a town of five hundred people. Two or three stronger heads on the first page are advisable.

Littleton (N. H.) Courier.— Your paper shows commendable care, both in make-up and presswork, and the half-tones in your special number were exceptionally well printed. A parallel rule instead of a double rule between the title and date line on the first page would be an improvement.

Benton Review, Fowler, Indiana.—It is pleasing to note that the suggestions made in April have been adopted, although the color is still uneven. Aside from the presswork it would be difficult to find a paper which would please subscribers better. The amount of local news and correspondence, and the headings and arrangement, are all features to be commended.

Custer County Chief, Broken Bow, Nebraska.—The heading which you usually run at the top of the fifth column on the first page would balance the page better if placed at the top of the sixth column. The box-headings on correspondence should be six or twelve points wider, as the names of the towns are not prominent enough—the type should be heavier or the border lighter.

Lebanon (Ind.) Pioneer.— The six-column first page always looks out of balance unless one or more double-column heads are used, as placing a display head in alternate columns leaves the last column with only a small head or none. Some publishers overcome this by using a double-column head over the first two columns, and single-column heads over the fourth and sixth; others put a double-column head over the two middle columns. Aside from the first-page arrangement of headings the whole appearance of the Pioneer is excellent, and it is to be particularly commended for the exceptional showing of correspondence. The double-page ad, is good.

Ad. Criticisms.

All the ads. submitted this month are rather large for successful reproduction, and only one is shown, a fivecolumn complicated display appearing in the Dayton (Ohio) Herald and submitted by Thomas W. Howard. It would be difficult to conceive a layout that would require more short pieces of rule, more justifications or consume more time. While the day has gone by when newspapers charged extra for composition, it would seem there ought to be some limit to the hours to be spent on a certain space. Here are something over fifty separate panels, averaging nearly one to the single-column inch. Aside from the labor involved it must be conceded that the conception is a novel one and well carried out. The outline of the ad. is clearly shown by the heavy rules and the "balance" of the ad. can not be criticized. It is a question, however, if it is necessary to use so much time and material to secure the attention of the public, and if white space instead of so much rule could not have been used to better advantage in "setting off" the bargains. Brief comments are made on other ads. submitted for criticism:

J. L. Frazier, Lawrence (Kan.) World.—Your full-page ad. is nicely arranged throughout. The cuts are well placed and the names of articles and prices brought out in an attractive manner. The breaking of the outer rule was not necessary to get in your main display line, and the ad. would have been just as effective without it.

Clarence L. Sharer, Carlisle (Pa.) Herald.— You have shown good judgment in the five large ads. submitted. Those of the Imperial Department Store, S. Kronenberg's Sons and M. Blumenthal, in the order named, are the best. The panels in the first two are much better than the plain-rule divisions used in that of Berg's. You had a hard proposition in the ad. of Jacob Weiner — a better result would have been secured by the judicious use of white space, instead of trying to fill the whole page with display type.

The Man-The Field.

One more aspiring young man is added this month to the list of those with limited capital who are working toward the ownership of newspapers, and one more field where there is an opening for such men is presented. Those who wish to be listed in this department should bear in mind that it is designed only to help the young man who has proved his ability, or who has succeeded in saving at least a few hundred dollars toward the object of his aspirations. It would aid both parties if the men listing their qualifications would state approximately the amount of money they have or could command for the investment.

Another point in this movement to get the man and the field together is that it refers to newspapers as well as to any other line of the printing industry. Of course a job-plant is included in nearly every country newspaper outfit, and while this is intended primarily for the newspaper field and the newspaper publisher — other lines are not excluded, but will be taken care of in the other departments of The Inland Printer.

Man No. 8.—I want a location in Colorado. I prefer a town of 4,000 up, though the right proposition in a smaller town will be considered. I want a place where an opportunity offers itself for a young man to acquire an interest in the business after he has demonstrated his fitness and has had a chance to try out the shop. I am a printer of several years' experience in both newspaper and city job-offices, now holding a job as



A TIME AND MATERIAL CONSUMING AD.

stoneman in one of the best and most up-to-date shops of the Middle West, having nine cylinders and five platens, and now installing a rotary. I want to change to get an opportunity in the West, where my experience and ability will evertually help me to become partner in a business. I know all lines of either news or job-offices pretty thoroughly, and can make good at either. Would accept foremanship, with privilege of buying working interest after trial, or would take editorial charge, or consider any good proposition. Would like to correspond with any Colorado firm who might require the services of a thoroughly dependable and capable man, a worker and good manager, and will supply references if required. I am twenty-seven years of age, absolutely sober, married, and looking for a permanent location.

Field No. 8 (Iowa).—I see by the last Inland Printer that you are in want of fields for men. I have one. I have a little country paper in a very small town. It is doing so well that if I can sell I will be able to handle a larger plant and want to do so. This plant will pay a young married printer-editor about \$800 a year. The subscribers all pay in advance to me and that means a great deal to the man with small capital. It will take a man with about \$300 cash; the rest can be in instalments.

If he is a good newspaper man who I think will treat the people right here, I will make it easy for him. Can you find the man?

Further information regarding both the fields and men described in this and previous issues will be given to those interested. Those knowing of other openings, and those desiring to find suitable locations, are urged to send the details to the editor of this department, who will hold the information in strictest confidence — no names or addresses will be published. Address as instructed at the head of this department.

The Country Paper's First Page.

Most country editors consider the week's happenings in their home towns too insignificant to play up with big heads, but there is always something doing and it is never good policy to publish an issue of any paper with the

Adams County & Independent. W. H. LONG RESIDIS ALMOST KILLED STREET OF THE REAL FROM LITTLESTOWN AND THE VICINITY EATING TABLETS FOR HEADACHE HEMANSHP OF YORK DEMOCRACY tong Couple Leaves on Vi tons Trip and Return Home Married. ---THE WEEK'S NEWS OF GETTY'SBUR FREEND CALLING TEEDY EXTRACTED. FINES L W. HANKEY MM. GROGG NEADLY BLEEDS TO DEATH and develope of Person and day these of Person have been received. Entire for Over Thire an House When Budy Is Fened. HEL

FIRST PAGE OF A COUNTRY PAPER IN METROPOLITAN STYLE.

appearance that "there is nothing in it." The great bulk of the news of this country is important only because the papers make it so by featuring it. The country paper can well take a hint from the city dailies where competition is keen, and give its readers the impression that every issue is "full of news." The first page of the Adams County Independent, of Littlestown, Pennsylvania, which is shown herewith, is a good example of what can be done in a "little town." Littlestown has a population of only 1,200, yet the editor finds something to feature in the letter of every correspondent. He "overlooked one bet" in the heading on the first column. Instead of the general heading of three lines he should have featured "Young Couple Leave on Vacation Trip and Return Home Married." The type used for these headings is also good, although twelve or eighteen point gothic caps. might be used to advantage for the third

Birch Wielder Takes Up Pen.

The Smithton (Pa.) Register has a new owner and editor. In speaking of the change, the Independent, at Monessen, a neighboring town, says "it has been purchased by A. R. Hough, a former schoolteacher of South Huntington township, and if he can wield the pen with half the ease and grace with which he wields the birch, the paper will be a success. We know, for the editor of this paper had the good fortune to be one of the pupils of the 'deestrict' school where the aforesaid gentleman taught." The "good fortune" indicates that the editor of the Independent must have been a good boy at school.

Newspaper Men Visit Mexico.

On September 8 fifty correspondents of American newspapers left St. Louis on a special train for Mexico, to attend the centennial celebration of that country. The newspaper men are the guests of the National Centennial Commission of Mexico, and will visit all of the important cities of the republic. In the City of Mexico hotel accommodations have been provided for the guests, but during the remainder of the trip they will live on the special train, which has been provided with every convenience.

Texas News Service Organized.

A permanent organization, known as the Texas News Service, was effected by newspaper men of Texas, at Fort Worth, in the early part of September. A constitution and set of by-laws were adopted, making the organization a coöperative institution, similar to the larger newsgathering associations. For the present the news reports will be confined to afternoon and Sunday papers. The Texas News Service has been in existence since 1908, and although having no permanent organization, grew rapidly and to-day has six hundred correspondents throughout Texas and the larger cities of America, with more than three thousand miles of wire operated daily. E. J. Kiest, of the Dallas Times-Herald, is the new president, and Louis J. Wortham, of the Fort Worth Star-Telegram, secretary and general manager.

News Notes.

A NEWSPAPER has been started at Timber Lake, S. D.

James Nance will start a new paper at Lone Oak, Tex.

The Tribune, at Cicero, Ind., has suspended publication.

Suspension of the Record, at Houston, Tex., is reported.

A new paper will be started at South Fort George, B. C.

The Norcatur (Kan.) Register has registered its last kick.

The Fife Lake (Mich.) Monitor has "given up the ghost."

F. B. Ticknor will establish a newspaper at Montevallo, Ala.

N. G. Lockhart will start a new weekly at Strathclair, Man.

The Cincinnati Post is now being issued from its new building.

A Sunday edition is now being issued from its new building.

Prohibitionists are planning to establish a paper at Lowville, N. Y.

Prominent Republicans will shortly issue a new paper at Irvin, Ky.

Sidney, Minn., is to have a new paper. T. F. Pruett is to be the pilot.

A new home for the Douglas (Ariz.) Daily Star will be erected shortly.

Publication of the Tannersville (N. Y.) Times has been discontinued.

The Courier, at Coloma, Mich., is again in the hands of Fred W. Colon.

It is reported that the Genesee (Pa.) Times has hung "30" on the hook.

RECENTLY made a daily, the Sparks (Nev.) News has suspended publication.

AT Vicksburg, Miss., the Vicksburg Newspaper Union has gone out of business.

Consolidation of the News with the Sentinel, at Winston, Mo., is reported.

The Northwest Independent News, at Continental, Ohio, has been discontinued.

continued.

An interest in the Concord (Cal.) Transcript has been purchased by F. E. Beach.

A New building, to be the home of the Somerset (Pa.) Democrat, is being erected.

being erected.

E. Addinger, of Little Rock, Ark., has purchased an interest in the Roger (Ark.) Daily Post.

THE Chester (Pa.) Morning Republican will shortly move into its handsome new building. Wynne, Ark., according to report, is to have a new newspaper and job-printing establishment.

EDITOR STANTON, of the Stanton (Ky.) News, has been appointed police judge by Governor Cox.

The Countryman, a new agricultural journal, will appear about November 1, at Richmond, Va.

STEWART LYON has succeeded the late John Ewan as associate editor of the Toronto (Ont.) Globe.

A DEPARTMENT of agricultural journalism has been added to the Kansas State Agricultural College.

James A. Treat is now publishing a Sunday edition of his Binghamton (N. Y.) Democratic News.

A NEW building is being erected by the Wichita Falls (Tex.) Times. The paper will be enlarged.

Two Minnesota papers, the Iron Post and the Weekly Mirror, both of Escanaba, have been consolidated. HERETOFORE issued as a weekly, the Sun, at Endsley, Ala., has been converted into a daily newspaper.

At Mobile, Ala., C. Walter Hill has taken over the Weekly View and changed its name to the Tradesman.

A Hoe press and other new equipment were recently installed in the plant of the Williamsport (Pa.) News.

WALTER M. GRUBBS has relinquished the Decatur (Ala.) News, and the per was recently sold in chancery court.

The Hutchinson (Kan.) Daily News recently installed new equipment, including a Goss press and a No. 5 Linotype.

CENTER COUNTY (PA.) newspapers have formed an organization to protect themselves against dead-beat subscribers.

At Chester (Pa.) the Times is having its building remodeled and will add a new plant for commercial job-printing.

A THREE-YEAR agreement between Milwaukee newspapers and the local typographical union went into effect recently.

The stock owned by Charles S. Neal in the Richmond (Ind.) Morning News has been purchased by Raymond Westerly.

CHARLES T. ELBRICK has revived the suspended Bridgeport (Ala.) News, and will enlarge and generally improve the paper.

E. H. Hill, formerly city editor of the Cincinnati Commercial Tribune, has taken charge of the Fremont (Ohio) Messenger.

On September 9, members of the Pennsylvania Editorial Association took their annual excursion to Georgia and Florida.

At Huntsville, Ala., a new home is being erected for the Mercury-Citizen. The paper also will install new machinery.

A NEW afternoon newspaper will be established at Pasadena, Cal., by Frank C. Roberts, editor of the Long Beach Telegram.

WHILE riding in his automobile, Fritz Mergenthaler, son of the inventor of the Linotype, was killed recently by an express train.

THE death of W. P. Kerwood, Sr., editor of the Ripley (W. Va.) Mountaineer, has caused the paper to be offered for sale.

According to report, Humboldt, Tenn., is to have another newspaper. J. M. Barrie, formerly of Greenfield, is to be the publisher.

A CONTROLLING interest in the Newport News (Va.) Daily Press has been purchased by George A. Schemiz, who will erect a new plant. A consolidation of the Richwood (W. Va.) Republican and Review-Record has been effected. G. V. Finister is publisher and manager.

WEEKLY theatrical paper, called the Review, published at New York has been converted into a daily and will issue a Sunday edition.

HON. JOHN L. SULLIVAN, recently in charge of the state printing office, been appointed manager of the Evening Review, at East Liverpool.

THE Jasonville (Ind.) Leader has been purchased by Pins Lankford, tor of the Clay City Democrat. Editor Lankford will publish both edito

THE UNITED SOCIETIES, of Chicago, Ill., are said to be planning the sublication of a polyglot paper in the interests of home rule and personal

FRED M. RHINEHART has succeeded Paul Purman as editor of the Montpelier (Ind.) Herald. Mr. Purman has joined the staff of the Marion Chronicle.

BAKER, ELLWOOD & RENNIE are the owners of the consolidated Tro (Ind.) Herald and the Cannellton Monitor. The plant has been moved the latter city.

A COMPANY has been organized at Brandon, Miss., to furnish ready-prints to newspapers in Alabama, Mississippi and Louisiana. W. S. May is the prime mover.

GEORGE K. WALLACE, who formerly published the paper, is again in control of the Dunkirk (Ind.) News, which he recently changed from a semiweekly to a daily.

A CIRCULATION contest, in which an automobile, a building lot, pis diamond rings, etc., are offered as prizes, has been inaugurated by Johnstown (Pa.) Journal.

George E. McLeop, recently business manager of the Stockton (Cal.) Record, will begin the publication of a journal to be known as the Business Farmer and Irrigationist.

THE Grand Cane Item, Grand Cane, La., which had suspended publica-tion, is again being issued under the editorial management of Volney S. Staneart, late of New Mexico.

A. T. GLAZE, said to be Wisconsin's oldest printer and editor, recently celebrated the sixtieth anniversary of his arrival at Fond du Lac from Ohio to take up printing and newspaper work.

A DAILY newspaper has been started at Eufaula, Ala., by E. C. Beahrs & Cory, of Montgomery, who also have taken over the Weekly Times. Eufaula has been without a daily since early spring.

CAPTAIN ALEXANDER B. SHUNNAY, who has served as foreman of the Litchfield (Com.) Enquirer for over half a century, recently resigned. He is seventy-four years old and a veteran of the Civil War.

H. D. HARNNEDER and W. R. Shelton, of Columbia, Tenn., have leased the plant of the Twin City Daily Telegram, at Decatur, Ala., and the paper will be under the editorial management of Mr. Harkneder.

A BIG black cat, the pet of the Montclair (N. J.) Times office, and whose name is Query, so called on account of the fact that its big bushy tail

resembled an interrogation mark, became entangled with one of the paper's cylinder presses recently, and the pressmen say that the "interrogation" tail was transformed into an "exclaimer."

The plant of the Datterson Publishing Company, of Warren, Pa., has been moved to Canton, Ohio. This concern publishes *To-Day's Magazine*. The September number was canceled on account of the removal.

W. B. Crawford, for the past three years editor and general manager of the Evening News, of Pensacola, Fla., has disposed of his interest in the paper and moved to Jacksonville, where he will begin the practice of law.

JOHN J. McDonnell, of Portage, Pa., has secured option on the plants the Portage Press and the Eicher Printing Company, and he is organiza stock company with a capital of \$10,000 to take over both prop-

A RECEIVER has been appointed for the Central Banker Publishing Company, of Cincinnati, Ohio, which concern established the Central Banker, a financial paper, about two years ago. It is said that the paper will be discontinued.

W. S. Potts has severed his connection with the Lisbon (Ohio) Patriot, and the Patriot Publishing Company has been reorganized, with Thomas Arnold, former publisher of the Lectonia Reporter, as manager and E. C. Oliver as editor.

Wick W. Wood, for many years a prominent newspaper man of New Castle, Pa., who for some time has been a writer upon the staff of the Forum, of Fargo, N. D., is now editor and part owner of the Post, at Dickinson, that State.

Two mammoth newspaper printing-presses were recently hauled from New York city to Denver in seven days, making a new speed record for fast transcontinental freight service. The presses have been installed in the plant of the Denver Times.

THE annual basket picnic of the Publishers' Club, of Chicago, was held rently at Glenwood Park, Ill. The feature of the program was a basell game between the "fats" and the "skinnies." Over three hundred mbers, with their families, attended.

New Publications.

Beverly, Kan .- Tribune. Watertown, N. Y .- Liberal News. Hayward, Cal.—Sun. George Borba. Vivian, La.—Times. J. W. Fletcher. Nashville, Tenn .- Exhaust (trade paper). Zillah, Wash.— Free Press. A. S. Hilyar. Concord, Va.— Campbell Star. Thomas Steele. De Valls Bluff, Ark .- Democrat. Ira L. Lipe. Corry, Pa.— Our Fraternities. C. Gates Buell. Lillooet, B. C.— Advocate. D. W. Rolands, editor. Allendale, S. C.— Herald. F. Bradham, of Manning. Corbin, La.—Enterprise. James Hightower is editor. Visalia, Cal.—Press. Floyd Burns and S. J. Strauss. Stapleton, N. Y .- Jeffersonian. Frank Logan Mahon. Carmi, Ill .- Daily Times. William F. Little, editor. Bemidji, Minn .- Graumatter (Socialist). N. H. Grant. Columbus, Kan .- News. Issued from the office of the Enterprise. Shreveport, La.— Oil and Gas Journal. D. E. Brundage, manager.
Portland, Ore.— Democrat (daily). A company headed by W. H. Dugger, Ind .- Tribune. Ed S. Palmer, of Worthington, editor and

Penticton, B. C .- Herald. F. L. Blake, formerly with the Toronto

(Ont.) Star. Rochester, N. Y .- Made in Rochester (devoted to commercial interests). John Conolly

Idaho Falls, Idaho.— Weekly Tribune. Arthur A. Altin, publisher of Western Farmer.

San Francisco, Cal.—Sun (daily). Arthur Dunn, managing editor. ngressman Gaminetti is said to be the chief owner. New York, N. Y.—Paper, inc. (a weekly publication, devoted to the interests of the entire paper trade). Charles D. Jacobs.

Changes of Ownership.

Sardinia, Ohio .- News. Sold to E. B. Stivers. Newport, Ore .- Signal. Sold to T. F. Kershaw Revnoldsville, Pa .- Star. Sold to Charles S. Lord. Echo, Ore.— Weekly Echoes. Sold to Fred Everitt. Vergennes, Ill.— News. S. R. Jones to W. O. Lester. Clinton, Okla .- Chronicle. C. Salter to C. L. Howell. Cheyenne, Okla .- Star. A. H. Carter to W. W. Rakes. Sapulpa, Okla.—Daily Democrat. Sold to L. C. Hicks. Wauseon, Ohio.—Expositor. F. J. Beck to G. A. Dew. Verden, Okla.- News. F. L. Dale to J. F. Drummond. Vandalia, Ill .- Independent. John Beer to F. W. Bolt. Reedley, Cal.— Ledger. Fayette Hitchtree to L. B. Crary. Reamington, Ont.—News. Emanual McKay to M. Simpson.
Washburn, Wis.—Times. Nels M. Oscar to George E. Plant.
Monroe, Ohio.—Courier. W. E. Greenbank to A. C. Webber. Buffalo Center, Iowa .-- Tribune. J. P. Boyd to A. McGowan. Sherwood, Mich.— Record. D. H. Clymer to W. B. Chiesman. Battle Lake, Minn.—Review. W. L. Johnson to W. A. Wells. Yerrington, Nev.—Times. Sold to J. F. O'Brien, of Goldfield. Odebolt, Iowa.—Chronicle. W. E. Hamilton to F. A. Stillman. West Unity, Ohio.—Reporter. O. Kenyon to Warren & Warren. Estill, Ky.—Herald. Sold to a group of prominent Republicans. Armstrong, B. C .- Advertiser. Chambers & Wolfenden to S. Polson. Union City, Tenn .- News-Banner. Brice & Johnson to James Brice. Princeton, Ky.- Leader. Sold to David R. Forbes, of Quarryville, Pa. Cambridge, Ohio .- Herald. Sold to Prof. W. O. Moore, of Senecaville. Lunenburg, N. S .- Progress-Enterprise. Sold to J. H. Hall, of Bridge-

Melbourne, Mo.—Messenger. Sold out and plant moved to Gilman City, Mo. West Alexandria, Ohio.— Twin Valley Echo. D. W. Callahan to C. W. McIntosh. Paris, Ont.—Review. C. W. Lawton to T. A. Dyas, of the Niagara Falls Record.

Wheaton, Ill.—DuPage County News. H. H. Curtis is reported to have sold the paper.

Halls, Tenn.— Tollie Garrett. - Graphic. W. E. Newport and F. J. Colley to Ike Smith New Decatur, Ala.— Twin City Telegram. Sold to H. D. Harkreader and J. W. Shelton.

New Albany, Ind.—Major Otto S. Palmer, for many years publisher of German papers, and an officer in the Civil War. He had been a soldier in the armies of three countries.

Brooklyn, N. Y.— Frederick T. Smiley, president of the Frederick T. Smiley Printing & Publishing Company. He had been in the printing business thirty years and was active in civic affairs of Borough Park.

Indianapolis, Ind.— Michael J. Broden, the only surviving charter member of the local typographical union. He was ninety-one years old, and had worked at the case since a boy until the introduction of the Linotype, a few years ago.

a few years ago.

Fort Smith, Ark.—R. C. Hite, editor of the Item, and said to have been, at his death, the oldest American newspaper man. He was eighty-six years old and had spent seventy-three years in active newspaper work. In 1840 he set the first two pages of the old Memphis Appeal.

New Rochelle, N. Y.—John H. Bangs (body found in Long Island Sound, foul play suspected), practical printer, at one time editorial writer for Cincinnati Enquirer, correspondent for metropolitan papers, and at the time of his death editor and chief owner of the White Plains Daily Record, of New Rochelle.

TO THE COUNTRY NEWSPAPER MAN

Did you ever sit down in a calm moment and consider that—

When your plant is sufficiently ample for the demands of the business of your community—

When it pays respectable living wages to every one necessary to turn out the finished product in a "workmanlike manner"—

When it returns every year fifteen per cent for the "depreciation" account—

When the numerous items of "overhead expense" include the demands for public enterprises made of all "substantial business men on the street"—

When it pays its proprietor a salary equivalent to that of the president of the biggest bank in the community, and—

It is then only an ordinary "going concern"?

Holden, Missouri

C. L. HOBART

Martinda, Wash—Sentinet, Sold to W. H. Wagner, of Jackson, Mich. Written for The Island Phinters.

Marlinda, Wash.—Sentinel. Sold to W. H. Wagner, of Jackson, Mich. J. R. Sovereign is the new editor and manager.

South Bend, Wash.— Pilot. Sold to J. J. Hagerty, C. F. Cathcart and Wallace Stuart, who have organized a company.

Globe, Ariz.—Arizona Silver Belt (daily). H. H. Heiner and H. C. Holdsworth to James T. Williams, Jr., owner of the Tucson Citizen.

Deaths.

Erie, Colo .- Walter McAnally, editor of the Herald.

Washington, D. C .- Emanuel Waldecker, editor of the Journal.

 $\mathbf{San}^{'}$ Jose, $\mathbf{Cal.--J.}$ J. Kerlin, one of California's best known and most respected journeyman printers.

Baltimore, Md.—Richmond B. Lancaster, for twenty-four years a member of the composing-room force of the American.

Lawton, Okla.— John C. Lawrence, editor of the Free Lance, and at one time president of the Alabama Press Association. (Suicide.) Brooklyn, N. Y.—Bernard Melvin, continuously connected with the New rk *Times'* composing-room since the paper was established.

Frederick, Md.—Charles S. Howard, secretary and general manager of the Great Southern Printing Company, publisher of the Daily News.

Palmyra, N. Y.— Edward S. Averill, editor and publisher of the Courier for the past forty-four years, and said to have been the oldest editor in the

Lafayette, Ind.— David Daily, the oldest printer in the city, who journeyed to California with the "forty-niners" and returned some twenty years later.

Washington, D. C.— James E. Bright, for thirty-five years employed in the Government Printing Office, and for the past six years treasurer of the local typographical union.

Written for THE INLAND PRINTER

"G. WASH."

BY 'GENE MCKNIGHT.

They've writ on history's pages, 'bout the relic of the shop, 'Tis famed, that dear old "towel," how 'twould break if it should drop, They have praised in lucid language other relics too, b'gosh, But somehow overlooked you, you battered old "G. Wash."

You've stood for years an' weathered the brunt of print-shop lore, You've been the source of fame an' wealth of men now gone before, The old-time print has cussed you, yet he loves you none the less, Forget you? No! we never can, you good, old faithful press

The "devil" used to ink you, when "press-day" came around, An' then you'd be a dumping spot for anything we found,
The "auction bills" we used to print are still upon the wall, You slow, old, hell-to-pull old press - yet, daddy of them all.

Look back, you men of fortune, to the early days of strife, Was it not from that old "G. Wash." you got your start in life? So let's be reverential, even though 'twere stern duress And "hang" that "office towel" on the bed of that old press.

A good many people substitute mere planning for effort .- S. E. Kiser, in Chicago Record-Herald.



BY CYRILLE DION.

The economics of the paper-box making industry, practical notes and suggestions on paper-box making and answers to inquiries regarding paper-box making, are the purposes of this denartment. Contributions are requested.

Wax-paper for Lining Boxes.

Inquiry is made of us for the address of a manufacturer of wax-paper for lining paper boxes. The Robertson Paper Company, of Bellows Falls, Vermont, make a specialty of this kind of paper.

Machines for Coating Cardboard.

A correspondent from Vancouver, British Columbia, inquires the addresses of manufacturers of a silicate of water glass coating machine for the coating of cardboard. We do not recall the machine from this meager description, but refer our correspondent to the Black-Clawson Company, of Hamilton, Ohio, who manufacture all kinds of machinery for the papermaking industry, and who will doubtless be able to identify this machine at once. If any others of our readers can furnish information on this line we shall appreciate their courtesy in giving it to us.

Adhesive Mixture for Envelopes.

The adhesive mixture commonly known as "gum," used for the flaps of envelopes, is usually made from gum arabic, the transparent resinous gum that exudes from the acacia tree found in northern Africa and Senegal. Contrary to the common belief, it is not the crystallized sap of the tree, but is a product of cellulose degeneration, sickly and weak growing trees yielding it in greater quantity than vigorous and healthy growing trees. It is dissolved in its own weight of water, forming a mucilage, very sticky and somewhat sweetish to the taste. If warm water is used it becomes sour much sooner than if cold water is used, owing to the quicker formation of acetic acid. To counteract this tendency, or rather, to delay the process of souring, a few drops of dilute sulphuric acid are put in the mucilage. It dries with a hard surface, which is readily softened by moisture. For use on glass, tin or wood, an equal quantity of gum tragacanth is dissolved with it, which prevents it from drying with the usual hard and brittle surface. It dries quickly and must be used while freshly made.

Paper Boxes versus Wooden Boxes.

Each month shows us a new inroad being made by the paper-box industry into the field formerly occupied by the manufacturer of wooden boxes, and, to the disgust of the latter, these inroads are becoming greater and more frequent. This forces the wooden-box maker into the new field, and he is usually successful in it, however reluctantly he makes the change.

There are several reasons for this. The increasing scarcity of wood has compelled the use of inferior lumber, so that material which would have been discarded a few years ago is now commonly used in wooden boxes, while the price of the article itself is higher than formerly. Again, there has been a wonderful increase in the number of small articles for which paper boxes are preferable, and in the uses to which paper boxes are put. Wooden boxes are unsuitable for some of these uses. The quality of the paper box has been steadily improving, all the time keeping pace with the demand, and the improvements in machinery and methods of manufacturing the boxboard have enabled the maker to turn out a paper-box board having almost the toughness and strength of wood, quite as nearly waterproof and of much less weight. Formerly it was thought necessary to enclose bottles and jars containing liquids in wooden boxes carefully packed in straw or sawdust, to withstand the strain of shipment, but to-day such articles can be cushioned in corrugated paper covers, packed in paper boxes, and shipped long distances with even greater safety than in wooden boxes. No article is so fragile that it can not be transported safely in paper boxes

Among the recent converts to the paper box is the old concern of H. Wesley Hutchins Company, of Auburn, Maine, which has established a plant for the making of folding paper boxes in connection with its wooden-box factory, which has been in successful operation since 1876. Mr. F. Bert Oldham, who for many years has been identified with the paper industry in Maine, has become a member of the company and is now in charge of the paper-box department.

Another large firm of wooden-box makers at Ravenna, Ohio, has successfully established a paper-box addition to its plant, devoting itself largely to cylindrical boxes. This plant is so arranged that the boxes are begun on the top floor and passed down in the respective stages of manufacture through chutes to the floors below, arriving at the ground floor in the finished state, with a minimum of handling. This plan does away with much carriage and serves the end of economy. Arrangements of this kind greatly facilitate the process of manufacture and increase output.

A German Paper-box Machine.

Mr. Frank Nossel, of 38 Park Row, New York city, representative in America of Rockstroh & Schneider, of Heidenau, Germany, manufacturers of the Victoria platen printing-presses and embossing machines, has given us a description of their folding-box machine, which will be interesting to paper-box men everywhere. He says:

"The manufacture of paper boxes has been given much attention lately by printers both in Germany and this country, yet very few seem to have looked at it from the entirely practical side. Manufacturers who make a specialty of turning out millions of boxes have special machinery and equipments by means of which they can produce boxes in large quantities at considerably lower prices, but there are in almost every city customers like druggists, confectioners, etc., who have need of folding boxes in smaller quantities and mostly will prefer the local printer for several reasons, if he is in a position to produce the goods. German platen-press manufacturers have for many years improved a combination of cutting-knives and scoring-rules to enable printers to make folding paper boxes without large outlay, and European printers are in close competition with the box manufacturers, especially where smaller quantities are required.

"The material consists of (a) steel cutting-knives with a bevel and bottom surface of about one-sixteenth of an inch; (b) brass scoring-rules with overhang on both sides, preventing the rule from cutting too deep into the stock (a perfect score line is obtained with this rule); (c) connecting and end pieces to combine and make up the forms. No fill material is required, but the space may be filled with a type-form or electros and the box can be printed at the same operation that it is cut and scored. The knives and rules are furnished in different sizes cut systematically in point system, and boxes of various sizes, with different flaps, can easily and quickly be made up. The knives can be used over and over again and, if needed, resharpened. The make-ready is easy enough for any intelligent pressman. On account of the thickness of the knives and rules (one-sixteenth of an inch), underlays from behind the form can be made.

"The manufacturers of the Victoria press have perfected a combination die for the making of fancy paper boxes needed for packing chocolate, candy, perfume, soap, patent medicines, etc. With a set of dies, called shearingdies, a box can be cut, embossed and printed all in one operation, and no special machinery is required for the process. These shearing-dies are most economical where large quantities of fine boxes in a standard size are required. They consist of (a) the female steel die with the engraving shaped exactly to the size and form of the box to be produced - this die being fastened in the bed of the press; (b) the male steel die for the platen with the counter (make-ready) for the embossing and printing. No knives appear. The counter is exactly the size and shape of the female die and surrounded by a steel collar fitting exactly into the female die. When the press closes up the two dies come together and cut the stock clean, like a pair of shears. Thousands of all kinds of boxes are now manufactured in this way in Germany. A Hamburg coffee importing house has sixteen Victoria presses running for the millions of boxes needed for the different coffee and cocoa packings. All that is required besides the shearingdies is a strong platen press, absolutely true in the register."

An assortment of samples shown us is well worth the attention of the trade.

Paper Drinking-cups.

When the American Water Supply Company, of New England, began the manufacture of paper drinking-cups, in 1909, the venture was in the direction of an untried experiment. So popular did the idea prove to be, however, that a new factory was soon needed to meet the demands of the business, and new machinery was designed by the superintendent, which permitted an output of half a million cups per month. The business has increased so rapidly that a new plant is being planned, covering 6,700 square feet, and a capacity of one hundred thousand cups daily is being prepared for. These cups are made of light cardboard and in various sizes, for household use, for soda-fountains and the like, and for church-communion services. Specially made paper is used, which first goes through a massive stamping machine, which cuts out the shape required for the body of the cup. In the meantime a double-acting die cuts out the bottoms and also turns an edge on these circular pieces with a single operation of the machines. They are then placed on cones of the required size and shape, and the edges pasted. From here they pass to a machine which fastens in the bottoms, turning down an extra edge for reinforcement. They are then given a bath in hot paraffin, for waxing and sterilizing. They are specially made for dentists' and physicians' use, and some are made to fold. These are inclosed in sealed waxed envelopes and are used by picnic parties, sportsmen, the United States army and by many who want a compact article for traveling purposes.

Fire Protection in Box-shops.

The dread of fire is ever present with the papermaker and the box manufacturer, and it must be admitted that the carelessness of employees contributes greatly to the cause for alarm. A paper-box factory should be subjected to constant inspection, and a watchful eye kept on the hands. In Detroit recently a pan of grease took fire while being treated over a gas-stove, and some thoughtless employee caused it to spread by throwing water upon it. A panic ensued and it is cause for genuine surprise that no lives were lost. However, much can be done toward lessening the danger of fire by the exercise of thought and care. Spontaneous combustion is a frequent and unnecessary cause of many fires. When once any discarded machinery or refuse is put away in a corner, this corner will soon become a dump-heap for all sorts of cast-offs. In the course of time, if there are any old clothing, overalls or similar garments among the refuse, sufficient heat will be generated to cause spontaneous combustion. Fire of this sort usually smolders for some time, and is as liable as not to break out in the dead of night, when there is no assistance at hand to suppress it. Zinc or galvanized cans should be provided for refuse, and should be emptied at regular intervals.

Many a serious fire has been caused by a parlor match, ignited by mice or by the heel of an employee. Workmen should be especially warned to use all due care to prevent fires of this nature. Matches should never be left in the pockets of work-clothes or any other place where they are liable to fall to the floor, or to be visited by rodents. Watchmen's lamps of inferior make are often responsible for destructive fires. There are so many different kinds of absolutely safe lamps, burning nonexplosive oils, that accidents of this sort appear inexcusable.

Carelessness in boiler-houses is very often responsible for much. Fuel is frequently piled too close to the boiler front, a sudden back draft emitting sparks which, unless promptly extinguished, might easily start a serious blaze. Firemen are not always careful to see that feed pipes are removed from fire holes in the boilers the instant they are not in actual use, or whenever fans are stopped. In this way sparks frequently run back to dust-collectors. Dust accumulated on boiler tops often dries out and chars to such an extent as to ignite and spread fire to surrounding woodwork. Frequently fires are caused by friction from overheated bearings. Proper oiling and examination for frictional irregularities is the only remedy.

The small fire-fighting apparatus usually found in large shops should always be kept in complete repair. Not only should the main parts be kept ready for immediate use, but such small things as hose couplings, wrenches and nozzles should be frequently examined. Rusty iron nipples on hydrants can be put in proper shape with kerosene oil or replaced by brass nipples. Hose should always be kept attached to the hydrant, and an extra supply be conveniently near for immediate use. In fact, it must be always remembered that the only safety lies in constant vigilance.

An Item of Economy.

It is a truism that manufacturing profits consist largely of economies in small things, yet there are few items so neglected as that of lubricating oils. Not seldom do careless hands waste oil by drenching their machines, on the principle that, if a little oil is good, more oil must be better, forgetting that an amount used beyond the point of necessity for smooth running does no good, is an actual waste, and sometimes, by the collection of dust, works a positive

detriment. A machine that is kept bright and clean, with sufficient oil to lubricate the bearings, lasts longer, does better work and is more cheaply run. The cost of oil for a large factory is a very considerable item in the expense account, yet comparatively few shopmen realize the loss that flows through the nozzle of the oil can.

Nowadays, industry requires more and more economy of operation. Lack of economy in purchasing lubricants can be partially made up by economy in using, but economy in purchasing can be lost easily by wasteful usage. It is seldom that the manager of a plant can become a technical expert in oils, but he can so far inform himself by a little careful study as to make a substantial saving for his firm, both in buying and using. Analysis shows that some of the high-priced oils are so nearly identical in essential qualities with some of those lower in price that the latter may be substituted to advantage. Look to your oil, Mr. Manager, keep it well coopered, and save leakage. Measure your outage when you receive the barrel and claim the allowance that is your due. Deal it out sparingly. Don't let your men waste it. Empty your drip pans frequently and keep them clean. Don't let your waste have so much oil to absorb, that to burn it yourself gives you expensive fuel, or that the man who buys it from you for a few cents may extract ninety per cent of the oil it contains to his great profit. Remember that the great business of the Standard Oil Company was built up largely through economies and by-products. Apply the principle of economy in oil, and you will be surprised to find, at the end of the year, a reduction of from thirty to forty per cent in your lubricating expense.

Notes.

THE Boston (Mass.) Strawboard Company has removed to new and larger quarters at 15 Milton place, that city.

CHARLES ROBERTS, a paper-box manufacturer in Brooklyn, New York, for ten years past, died at his home in that city recently, aged forty-five years.

THE new board mill of the River Raisin Paper Company, at Monroe, Michigan, is progressing rapidly, and will probably begin operations in December.

THE Art Paper Stock Company has been incorporated in New York city, to manufacture and deal in all kinds of paper boxes and novelties, with a capital of \$5,000.

G. F. Hubbard, Willis B. Bartlett and George A. Rochelaw have incorporated the Western Wax Paper Company, at Chicago, to handle waxed and oiled papers and board.

THE factory building of the Dominion Box Factory, at Waterloo, Ontario, was completely destroyed by fire recently. The loss footed up \$30,000, with partial insurance.

THE Monroe (Mich.) Binder Board Company, has just completed a large addition to its plant, and is beginning the erection of another, which will cover a space of 45 by 125 feet.

THE stock of Luke Boyle, paper and board dealer at 390 West Broadway, New York city, was recently somewhat damaged by water during a fire in the upper part of the building.

A PLANT that grows wild in Brazil, and is known botanically as Bromelia lagenaria, has been found to produce a fiber well adapted to the manufacture of paper, and experiments are being made by various governmental agencies with a view to testing its commercial possibilities. The supply of this plant is said to be plentiful in all parts of Brazil.

THE proposed increase in freight rates in the Middle West, which was to have taken effect in July, has been suspended and will scarcely be put into operation before the autumn.

A NEW board and pulp company has been incorporated in Canada, under the name of the Grenville Board & Pulp Company, with a capitalization of \$75,000. The head office will be at Thorold.

THE United Paper Box Company, formerly at 344 Broome street, New York, is reported to have changed its location recently and to have neglected the formality of leaving its new address.

JAMES H. SWINARTON, formerly vice-president and general manager of the American Strawboard Company, died at Hotel Columbia, Staten Island, New York, last month, at the age of sixty-two years.

The special committee of the Wisconsin Legislature, to which was entrusted the preparation of a new employers' liability law, has been hard at work all summer and expects to submit a bill when the legislature meets next winter that will be satisfactory to both employers and employed.

THE Carton Club, an association of paper-box makers in New York city and vicinity, held its annual outing in Staten Island, the last week in July. A large attendance was had, among which the boxboard dealers formed a strong contingent. The programme included the usual field sports and ball games.

THE Rhode Island Cardboard Company, of Pawtucket, Rhode Island, is increasing its finishing capacity. In a new fireproof building adjacent to its coating plant is being installed a new steam engine, electric motors, calenders and other lines of finishing machinery. The electric drive is of the same voltage as the city power.

THE Board of United States General Appraisers recently handed down two decisions that are of interest to paper-box manufacturers. One is to the effect that the paper boxes in which leather gloves are customarily enclosed for importation from abroad are not subject to duty. On the other hand, paper cartons containing artificial flowers are held dutiable at the same rate as their contents.

A JAPANESE architect has been commissioned to build a country house of paper, in Japanese style, for a wealthy American, near New York. The framework will be of timber, the walls of extra thick impermeable paper, with movable partitions to permit free circulation of air in hot weather. Such a house may be easily taken apart and may be cheaply transported. If the experiment proves successful, it is probable that paper will be largely used for portable houses for vacation purposes.

THE financial statement prepared by the trustees of the Traders' Paper Board Company, of Bogota, New Jersey, in accordance with the creditors' agreement of December 30, 1907, and covering the quarter ending June 5, 1910, has been issued and shows a net profit from operations of \$5,914.07, and a net profit for the quarter of \$3,740.98. At this rate of progress a very substantial reduction of the existing deficit should be shown by the close of the year.

ROBERT H. THOMPSON, who died in Brooklyn, New York, a few weeks ago, at the age of seventy years, was one of the conspicuous figures in the trade of the East. He had been in excellent health to within a week of his death, when he suffered an attack of pneumonia, from which he did not recover. He was a native of Erie, Pennsylvania, and formerly a resident of Des Moines, Iowa. After some years of employment in financial institutions

in New York, about thirty-five years ago he formed a partnership with Henry D. Norris, under the style of Thompson & Norris, in the making of cork-covered paper and board. The business grew rapidly and was incorporated some years ago. It now occupies a twelve-story building, covering half a city block. He leaves a handsome estate.

A MEETING of the creditors of Jacobs & Co., paper-box makers, of 145 Mulberry street, New York city, was held at the office of the firm's lawyers on July 8, and the concern asked for an extension of one year, agreeing to pay 15 cents in cash, fifteen per cent in three months, fifteen per cent in six months and the balance of forty per cent at the end of the year. Most of the creditors accepted this proposition. The concern has been in existence for several years. The liabilities are about \$6,680 and the assets \$4,500.

We have received and examined with pleasure two publications issued by Rockstroh & Schneider, manufacturers of boxmakers' machinery at Heidenau, in Saxony. One is their catalogue, which gives full information as to their product, and especially their steel embossing and cutting dies, made in various shapes and designs. Accompanying it are a number of specimens of work done with these dies and presses, which will repay examination by the trade. It is well printed and handsomely bound in gray, with gold embossing. The other is their house organ, Victoria, which is a model of the typographic art.

THE devastation wrought by the serious forest fires will tend to still further reduce the supply of pulp-wood and will eventually be felt in an increase in the price of board. The manufacturers have also suffered far more than usual from the prolonged low water, which has been phenomenal in the Northwest this year. It was noticed last winter that but little snow was to be seen in northern Michigan and Wisconsin, while the southern parts of those States had a greater snowfall than usual. It was then confidently asserted that the mills would suffer from a prolonged season of low water this summer, and the prediction has been verified.

THE J. M. Raffel Company, manufacturers of folding paper boxes and corrugated goods, in Baltimore, are moving into a new factory, which will be three times as large as that formerly occupied by the company, and will be five stories high, with all modern improvements, being constructed especially for the demands of the business. A railroad switch has been run into the building and five cars can be unloaded at once. The offices will be on the first floor, the structure will be of brick throughout and fireproof, and an automatic sprinkling system will be installed. A Corliss one hundred horse-power engine will generate power for the plant and supply the lights. The company, of which J. M. Raffel is president, was organized in 1887 and has occupied the present building for the past three years.

THE UNITED TYPOTHETAE OF AMERICA.

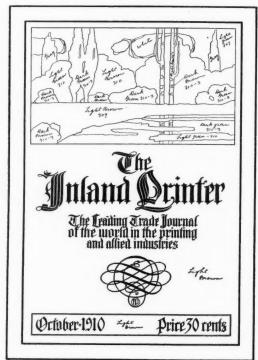
On page 138 of this issue of THE INLAND PRINTER an advertisement appears which tells the printer "Why It Is Worth Your While to Join the Typothetæ of America." Space does not admit of any comment on this declaration at this time. In every department of constructive reform that is now before the attention of employing printers, the United Typothetæ of America has set its seal of approval. The representations made are certainly attractive. In the November INLAND PRINTER editorial attention will be given to this proposition.

OUR COVER-DESIGN.

The cover for this month's issue of THE INLAND PRINTER presents a novel feature in designing. Printed in but two colors, it gives, by reason of the process of mechanical tinting used by the engraver in its production, a variety of twelve tones.

A reproduction of the original drawing, shown herewith, will illustrate the manner in which the cover was made. As will be seen, in the various spaces are indicated the colors to be used and the numbers of the Ben Day screens. These numbers were taken from a sample-book of screens, and were selected with a view of giving as much variation as possible consistent with an approximately correct rendering of values. The drawing itself was exceedingly simple, the various groups of trees, clouds, etc., being merely outlined, the engraver putting in the different stipples necessary to the varying gradations of color.

Not the least interesting fact in connection with this



A PICTORIAL MULTICOLOR DESIGN IN TWO PRINTINGS.
See cover and descriptive note.

cover-page is that it is the production of artisans—a compositor and photoengraver. The great majority of those who have seen proofs of the page did not hesitate to declare it the product of a professional artist. In this as in other work, Mr. Trezise is demonstrating the possibilities of the compositors' craft. That gentleman is the last one to claim for himself any unusual talent, and his departure from the commonplace in typography to a position of leadership is due to the rare but homely quality of "stick-to-it-iveness" and thorough knowledge of the principles of typography as laid down in the I. T. U. Course.

WHY AN EDITOR IS "WE."

Why does an editor refer to himself as "we"? So that the fellow who gets sore at an editorial will imagine that there is a whole bunch to lick.— Exchange.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

A New Two-revolution Press.

(763.) The Swink Printing Press Company, of Delphos, Ohio, sends a specimen of presswork done on their new two-revolution press. This sheet of heavy enamel stock shows process colorwork and high-class half-tone cuts in monotone. The work is exceptional in every way and naturally reflects credit on the builders of the machine.

Advance in Price of Printing Inks.

(762.) Owing to a sharp advance in linseed oil, varnish has increased nearly one hundred per cent, as compared with prices of last year. This is due primarily to the failure of farmers to put in enough flax to give a normal crop. Flax is quoted at \$2.76 to-day, while last year it was \$1.43. As a result, linseed oil, which is rarely more than 40 cents a gallon, is now over \$1. The paint and oil trade is harder hit, however, than the printing-ink industry. A number of printing-ink makers have been interviewed, and all are of the opinion that the advance in the staple article will hold until the flax crops are brought to a normal state again. The effect on the small trade will be but slight.

A Long Run on Linotype Slugs.

(753.) The Journal Printing Company, of Hannibal, Missouri, submits a specimen of newspaper work, a campaign document consisting of two pages, six columns each. On this form were printed over two hundred and eighty thousand impressions. The appearance of the print, after such a long run, is the most extraordinary feature of the work. The edges of the form do not show the slightest wear. The pressman writing regarding this performance states that "the forms were worked on a 26 by 36 tworevolution press, two rollers. The tympan consisted of just a pressboard, thirteen sheets of print on that, a draw-sheet of No. 1 manila covered all. The print and draw-sheet were changed once during the run. The form was a work and turn; the slitting caused lint to clog the form several times. Forms were washed with lye and rinsed off with gasoline."

Pulling Proofs on Hand Press.

(755.) "I beg to ask advice regarding the pulling of proof, especially for foundry use, on a Washington hand press. Our stoneman declines to use it, claiming he can not get a good proof on it, and that on blank forms it produces a wrinkle. He uses a planer and mallet, which I believe is responsible for so many broken and damaged letters. Does planer-proofing of forms damage type? How can we get better results with the proof press?" Answer.—The careful proofing of forms with planer on damp paper probably does but little harm to the type; the resultant proof, however, is suitable only for reading. A proof for the foundry, if taken properly on a hand press on dry paper, will reveal the imperfect characters, as it should. The proof press

should be equipped with two type-high wood bearers, about two and one-half inches wide, which are usually placed close to the form after the inking, and they form a support for the sheet to be printed. The cloth covering should be of thin drilling, drawn taut and pasted. This can be applied by pasting two sides first and allowing them to dry; when ready to paste the other two sides sponge the cloth evenly. except the edges to be pasted, then draw tight and paste. When the moistened cloth dries out it naturally shrinks and gives a very tight printing-surface, so desirable for good work. The bed should be level, so that a large type placed at each corner will print with equal pressure. If the form to be printed is placed on the center of the bed it will not tilt the platen, as often occurs in proofing heavy forms out of the center of pressure. A properly adjusted hand press of the type named will give excellent proofs, though somewhat slower than presses of later patterns.

Two Colors at One Impression.

(754.) "I have seen reference made to an attachment to a flat-bed press where two colors could be printed with one impression for newspaper work. Would like further particulars." Answer.— The Miehle Printing Press & Manufacturing Company, Chicago, have an attachment that can be applied to their presses in the form of an auxiliary cylinder, that prints the sheet with curved electros. It may be used as desired. Another device, somewhat similar, was referred to in our columns some time ago. This device was designed principally for the country printer, and could be applied to any cylinder press. It is patented by A. P. Harland, Tupelo, Mississippi, but has not yet been placed on the market.

Ink for Printing on Transparent Gelatin.

(760.) Being an interested reader of your magazine, I wish to ask you a question in regard to printing on gelatin, which is used on song slides in motion-picture shows. What kind of inks are used, and will any kind of ink be good to use, so the light will show the color? Would a thin grade of ink be best? I have printed advertisements in black ink, but wish to use two and three colors; would it be best to print the impression on a card and then transfer it to the gelatin, or print it directly on the gelatin?" Answer.—Use process inks to which has been added a litho varnish; this will tend somewhat to attenuate the ink and make it more transparent. If any of our readers have any different way we would like to learn of the method.

Powdered Asphaltum.

(756.) "Some time ago you published an item about the use of powdered asphaltum, when applied to a freshly printed surface to give a slight relief, this giving the appearance of engraved lettering. Have tried it and found it would not stick. Also, I notice that the asphaltum is brown-black. Is there any black powder that could be used for that purpose, and how can it be applied so it will adhere to cards?" Answer .- Powdered asphaltum has a slight brownish tinge. It will adhere to an ink charged with gloss varnish or to gloss varnish. It may also be used with a flock varnish and should be allowed to dry before the surplus is brushed off, this operation to be done with a fine brush. Black flock is a dead-black powder which may be used to give relief on cardboard. The type-form or design should be without fine lines, as they will not show a clean sharp outline, for in printing it is necessary to use a flock or other heavy varnish, and as this medium is squashed slightly outside the actual outline of the printing, to the edge of this medium the flock adheres. The flock in question is fine, but not to be compared to bronze powder or dry colors. For large type and heavy designs it is well suited and is not difficult to handle. The flock in its various colors may be secured from inkdealers.

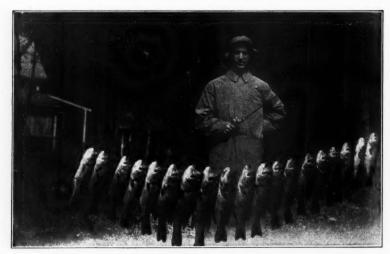
Offset Printing in Ten Colors.

(759.) R. Hoe & Co., New York, send a specimen of high-class lithography, done on their offset press, in ten colors, at the rate of 3,500 impressions an hour. The excellent rendering of the various color-plates and the accuracy of register are the distinctive points.

Wet Color-printing.

(758.) A handsome specimen of wet color-printing executed on a Cottrell four-color press is received. This specimen sheet is 34 by 44 inches and shows eight four-color plates which are printed with the Eagle Printing Ink Company's quad-ink. Considering that wet color-printing is yet in its infancy, the specimens are strikingly handsome and executed in an excellent manner. A close inspection

ally charge \$2.50 each for these skipping-wheels, while they sell machines having five wheels for \$8. A set of machines equipped with the necessary skipping-wheels to handle all combinations from one-on to five-on, in duplicate, means an outlay of \$140. How many small shops are justified in investing that amount, even though advantage were taken of the ten per cent discount for quantities? The writer has handled several such jobs as perplexed No. 741, but all have been on duplicate work, such as checks. The machines were locked in the middle of a chase and put on a large platen press. The sheet was fed to a mark for the first check, to a mark farther up for the second check, moved again for the third, and so on for the fourth and fifth, if there happened to be that many on. 'Slow,' you say, yes; but faster and better than by hand, and a man can run a press for a long time for \$140, saying nothing of the time consumed in changing the skipping-wheels. With only a little skipping of the sheet to be done for all the numbers except the first set, the press can be run quite rapidly."



FARNSWORTH'S INK-FISH.

does not show any unusual mottling of the surface where the inks lap, and the result is a pleasing blending of the colors, much softened in tone. The exactness of register and other desirable conditions are present owing to no lapse between printing. It seems safe to predict a wide use of this method of three and four color work.

Typographic Numbering Machines.

(750.) The following communication was received from an Indiana printer of wide experience, who desires his name withheld: "Following query 741 in The Inland Printer, will say that the printer wished to print five consecutive numbers on one sheet, and so on up to twelve thousand. You advised him to procure three more machines, and all to be arranged to skip five numbers. Five new machines at about \$8 each means an investment of something like \$40 in order to print one job. In the average small shop three machines might lie idle a long time before needed again, as they are useless for any numbering except five-on. Of course, skipping-wheels can be purchased for changing consecutive machines into twos, threes, fours and fives, but from one to five of these wheels are required for each machine and according to the numbers to be skipped. And, as shown by a quotation at hand, the manufacturers actu-

lnk-fish.

Fred H. Farnsworth, traveling salesman for the Sigmund Ullman Company in the St. Paul and Minneapolis districts for the past eight years, carries his fishing-rod and tackle with him in the fishing season, and spends his weekends in Izaak Walton's contemplative sport. With the assistance of a friend, on August 13 he made the catch partially illustrated herewith—twenty-five black bass, between three and four pounds, and fifteen pickerel, some of which weighed ten pounds.

Tin Printing.

(751.) "Will be pleased to know how to print on painted tin or sheet iron. What kind of impression material? What kind of press? Can the old-fashioned lever press be used where the orders are for two or three hundred?" Answer.—

If the printing on tin consists only in adding a line or two, such as an imprint, it can be done on a lever press, but the printing is done from a rubber form instead of type, ordinary printing-ink being used. If you desire to do original printing on tin you require a special press. These machines are made by the Fuchs & Lang Manufacturing Company, New York, and the Potter Printing Press Company, Plainfield, New Jersey, and are of the lithographic type.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Ben Franklin Club Advertises Cost System.

The employing printers of North Dakota believe they have an ideal cost system, which was adopted recently by the Ben Franklin Club of that State. Their faith is so strong in the system worked out by the club's experts, that adversumer who wonders why the price of paper is so high at this time of year, this correspondent says:

"I was down in Watertown [New York] for three days, and not one manufacturer could I find either at the mill or in his city office. When the water ducked, so did the manufacturer; he for the woods, the water for the lowest levels. So there you are. Then the consumer of paper asks you why paper is so high at this time of the year, when all business is dull, and the consumption of paper greatly reduced, as compared with the fall and winter months."

Public Printer Donnelly's Son Married.

Edward J. Donnelly, son of Public Printer Samuel B. Donnelly, of Washington, D. C., was recently married to Miss Elizabeth Louise Dahill, daughter of Mr. and Mrs. John J. Dahill, of Hartford, Connecticut. The marriage took place at Lake Bashan, Connecticut, and the ceremony was performed by the Rev. William H. Rogers, pastor of St. Patrick's church, at Hartford. Mr. and Mrs. Donnelly have taken up residence at Brooklyn, New York.



A PRINTER'S HOME.

Residence of Edward T. McGarey, foreman Daily News, Burlington, Vermont.

tisements are being run in the local newspapers, and every printer in the State is being made acquainted with the advantages to be derived from installing the cost system in their printeries.

International Typographical Union Convention Pictures.

The pictures illustrating the report of the convention of the International Typographical Union in The Inland Printer for September were made from photographs by Theo. Schreiber, 3439 Arsenal street, St. Louis, Missouri. Mr. Schreiber has a fine collection of photographs of the scenes and incidents of that occasion. Printers who desire any of these as souvenirs of that pleasant outing are invited to correspond with Mr. Schreiber.

Scarcity of Water Affects Paper Prices.

A correspondent in the Paper Mill and Wood Pulp News says that the production of news paper for the past three months has fallen off nearly thirty per cent over that of the preceding three months, owing to low water, and states that it is remarkable that the cost of news paper does not advance under these conditions. As an answer to the con-

Printer Double of Governor.

While on a trip to St. Louis, Missouri, recently, Edward J. Hussion, manager of the Standard Printing Company, Houston, Texas, on account of a close resemblance to Governor Hadley, was mistaken for the Texas governor's brother and was dined and banqueted from one end of the town to the other, and was finally asked to assist in getting a burglar pardoned from the State penitentiary. It is said that the joke was pulled off by the St. Louis friends of Mr. Hussion.

Printing Company Gives Reception.

In celebration of its entry into its new home, which is one of the most modern in the city, the Con P. Curran Printing Company, St. Louis, Missouri, on September 3, held a reception and housewarming. Invitations were issued to every friend of the company and to all of those interested in it, and the officers and employees conducted the visitors on a tour of the big plant. A handsomely printed booklet was distributed, explaining the advantages of the new building and relating the history of the company. It is expected that the new plant will double the output of this enterprising concern.

Getting Educated.

Down in Galveston, Texas, the county auditor is wondering what happened the printers. Some time ago he called for bids on certain public printing, and received the following figures from the seven different bidders: \$298, \$290.15, \$299, \$297.50, \$299.75, \$296.60 and \$240. We might suggest to the auditor that only about one of these printers was ailing, and he probably had not fallen in with other members of the Association of Commercial Printers of Texas in making a study of the cost system.

Celebrates Fiftieth Anniversary.

At the Union Printers' Home, Colorado Springs, Colorado, on September 4, the fiftieth anniversary of Denver Typographical Union was commemorated with a picnic, which included music, speeches and athletics. Many visitors from typographical unions throughout the State were present as invited guests, the allied printing trades of Denver being largely represented. The feature of the day was a baseball game between the Denver and Colorado Springs

Hand Printers Surpass Linotype Operators.

A recent number of Members' Circular, issued by the Federation of Master Printers and Allied Trades of the United Kingdom of Great Britain and Ireland, contains the following news item: "News has just come from Sydney, New South Wales, of the decision of the Wages Board on the demand of the linotype operators for £4 and a fortyhour week. After carefully going into the question the board decided that operating the machines required less skill than hand-setting, and awarded the operators 56/- per week of forty-eight hours, the case rate being £3 for forty-eight hours. This reduction, it is said, has been loyally accepted by the operators."

Printers Want Cleaner City.

A resolution was recently adopted by Columbia Typographical Union, of Washington, D. C., calling upon the commissioners of the District of Columbia to wipe out the slums of the city and make it more sanitary. The printers state that Congress spends annually millions of dollars in



A PRINTER'S HOME.

Residence of A. B. Rupert, superintendent printing department, Wells & Richardson, Burlington,
Vermont.

unions, which was won by the visiting team by a score of 4 to 2. E. C. Starrett, president of the Springs organization, was chairman of the Program Committee.

Good Printing Gets Cash.

A hop merchant of New York, one Rothbarth, who has been committed to the Tombs for grand larceny, being asked by a reporter how he managed to obtain the large amounts of money he borrowed from the banks, he being a bankrupt, gave the following testimonial to the influence of good printing:

"It is so easy," replied Rothbarth. "All you have to do in New York is to have a nice letter-head printed. You put one in your pocket and then take it to the bank and put it on the table. They see it and ask you what you want. You tell them you want so much money. They ask you how you stand financially, and then you sit down and write something under that nice picture on the paper, called the letter-head, and hand it back, and they give you the money and are sorry that you don't ask for more. Yes, indeed, credit is the easiest thing in the world to get in America."

beautifying a city in which are harbored slums worse than those of New York city, and that the infant mortality is appalling, reaching from 140 to the thousand among the whites to 400 to the thousand among the colored people. Having no voice in municipal affairs, the citizens must rely entirely upon the commission, which is appointed by the President, for the administration of the city's government.

Mr. Hewitt Retires from Miehle Company.

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Mr. John Hewitt has retired from the active management of the Miehle Printing Press & Manufacturing Company, of Chicago. William V. Kelley, a prominent and successful Chicago manufacturer, has been elected president to succeed him. On account of his long and intimate connection with the affairs of the organization, Mr. Hewitt will continue in it in an advisory capacity, and will retain his seat in the directorate.

The announcement of Mr. Hewitt's retirement recalls the rapid and steady growth of the business for so many years under his control. Eighteen years ago it was of comparatively small importance, but is now one of the largest industries of its kind in the world, its development being largely due to the close attention bestowed upon it by Mr. Hewitt himself. That gentleman now feels that with the burden of years he should divest himself of these activities and allow the younger men who have been connected with the enterprise to carry forward the work.

Mr. Hewitt leaves the Miehle Company with his blessing, and offers his warm thanks to the printing trade for the liberal patronage accorded his company during his administration. He is particularly grateful for the loyal and effective support given by the representatives and employees of the concern, many of whom have been with it from the beginning, and who will remain under Mr. Kelley's management.

Holman Hunt.

William Holman-Hunt, the last survivor of the three painters who founded the pre-Raphaelite movement, died in England September 7, 1910. He was born in London in

of typefoundries has more than doubled in the fifteen years since the linotype was introduced. We sell more display and head-letter type to newspapers to-day than ever. To be sure, we have made a variety of head-letters; still, I believe that the great majority of newspaper publishers for many years to come will insist upon individuality in typedress, and, admittedly, the machines are limited to a few faces. But no matter whether the type is set by hand or machine, the design comes from the typefounder."

A New Aid in Cincinnati.

The Ben Franklin Club of Cincinnati, Ohio, has begun the publication of a bulletin, called the Ben Franklin Witness. The first issue wades right into the "costs" question, and indicates that the Queen City Franklinites are alive to the printer's chief weakness. A good suggestion is offered in one of its articles concerning costs. It says: "It seems perfectly fair to use the public printing for the purposes of studying, not only proper methods of esti-



A PRINTER'S HOME.

Residence of T. L. Howley, linotype operator, Free Press Printing Company, Burlington, Vermont.

April, 1829, and exhibited his first picture when he was nine years old. The best known of his works is said to be "The Light of the World," now in Keble College, Oxford, which represents Christ, lantern in hand, knocking at a closed door. All his work was minutely realistic.

Typefounders Increase Business.

Philip R. Dillon, for the Editor and Publisher, recently visited the large Communipaw (N. J.) plant of the American Type Founders Company, and reported his great surprise at the immensity of the business, in the face of the general introduction of typesetting machines. Mr. Dillon says, like many other newspaper writers, he had an idea that the old-fashioned nicked type was dying, because the linotype machine was driving out the type. "I got rid of that notion right away," he said, "after looking at the inside of the Communipaw plant." He then inquired of Wadsworth A. Parker, the manager of the plant, as to whether the linotype had interfered with the business of the typefounders, and received the following reply: "Undoubtedly, it has; but, on the other hand, the output

mating costs, but also for the proper methods of buying printing." As municipal printing contracts are open to public investigation, the members of the craft should be the first to start investigating, with the purpose of using the figures in the education of printers in cost methods. And it might also have a startling effect upon future bidders for public printing. The *Witness* undoubtedly will be welcomed by the fraternity at Cincinnati. There is a field for its activities.

Prints Paper on Float.

In the Labor Day parade at Asheville, North Carolina, the Citizen of that city contributed a float which probably was the most original and unique of those entered. A complete newspaper outfit was carried, including a make-up table and press, and a miniature edition of the paper was printed and distributed during the parade. The float was decorated with native trees from which paper is manufactured, and, in addition, evergreens were used profusely. The body of the float and the wheels were completely covered with bunting, and in the rear was enthroned the

Goddess of Liberty, representing the freedom of the press. It is said that the throngs along the streets were loud in their praise of the unusual beauty and originality of the Citizen's turnout.

A Mixed Drink.

The poor typo in the print-shop is blamed for every error that occurs, and a mistake that happened in yester-day morning's issue of the *Bonanza* is thoroughly in keeping with the practice of the typos. The Nevada Club advertisement was ordered changed and the copy submitted read, "Ten thousand smiles in a glass; not one cross word in a barrel; the Nevada Club."

Instead of that, the compositor, who was somewhat excited about the election returns and the speed shown by Governor Oddie, managed to get things mixed and changed the advertisement to the following: "Ten thousand cross words in a glass; not one smile in a barrel."

tion. The boys have taken kindly to the idea and have organized the "Printers' Devils' Club, of Houston, Y. M. C. A.— Organized by the printers' apprentices for the welfare of apprentices of U. S. A." The club meets on the first and third Thursday of each month, and would like to hear from other associations of apprentices. The officers of the club are: Henry Stamp, president; Clarence Christian, vice-president; and Will A. Zishang, secretary and treasurer. A communication will reach any of them if it is addressed in care of the Young Men's Christian Association, Houston, Texas.

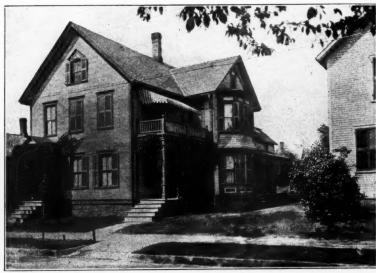
General Notes.

PRESSMEN have organized a union at Washington, Pa.

THE Webb Publishing Company will erect a \$22,000 building at St.
Paul, Minn.

A branch of the Printers' League of America is being organized at Spokane, Wash.

A \$93,000 STRUCTURE is being erected at Cleveland, Ohio, for the Stephen Greene Printing Company.



A PRINTER'S HOME.

Residence of A. A. Rousseau, assistant foreman Free Press Printing Company, Burlington, Vermont.

Naturally, we have to make apologies, and promise that it will never happen again.— The Daily Bonanza, Tonopah, Nevada.

Result of "Cost" Education.

"It is true that the lowest bid we received this time is higher than the lowest last spring. Two years ago, owing to a fight among printers, we got the ballots printed at \$8 a thousand, and that was a marvelously low figure." The above statement was made by County Attorney Krahmer, of St. Paul, Minnesota, in commenting on the threat of that city's mayor to hold up the contract for printing the ballots for the county primary election, on account of the extraordinary difference in the bids of this year and those of two years ago. If St. Paul's mayor would start a little investigation on his own account, he would discover that the printers of his city had recently been studying "costs" and were now in a better position to make intelligent bids for public printing.

Houston Apprentices Organize Club.

Houston Typographical Union, No. 87, and the employing printers of that city have provided the apprentices with free memberships in the Young Men's Christian Associa-

THE Graphic Arts Club, of Salt Lake City, Utah, recently opened its new clubrooms on West Second South street.

ADJOINING the city building at Youngstown, Ohio, the Edwards Printing Company will erect a new four-story modern home.

JUBGE HAUGH has appointed William Blau receiver in bankruptcy for the Charles F. Stearns Printing Company, of New York city.

THE annual report of the Government Printing Office shows that \$400,000 more work, at a cost of \$14,000 less than last year, was turned out.

JOB-PRINTING pressmen and their assistants, of San Francisco, Cal., enjoyed their second annual picnic at Fernwood Park, on August 28.

On October 18 the new instruction building and printing-plant of the International Correspondence Schools, at Scranton, Pa., will be dedicated.

International Correspondence Schools, at Scranton, Pa., will be dedicated.
PRESSMEN of Hamilton, Ont., gathered in annual picnic at Dynes' Beach
O August 29, and were put to rout by their assistants in a baseball game.

PETER N. Haan, of the New York World staff, has purchased the jobprinting business of J. P. Rea, at Eric, Pa., and has moved to that city. In the new constitution and by-laws adopted by the Spokane (Wash.) Typographical Union the better training of apprentices received particular attention.

THE Rinaldo Printing Company, of Tampa, Fla., has purchased the plant and business of the Tampa Bay Printing Company, and has moved into

It is reported that the state printing plant, of Kansas, located at Topeka, will shortly be closed temporarily on account of lack of funds to carry on the work.

At Paducah, Ky., the Young Printing Company, capitalized at \$30,000, has filed articles of incorporation and will acquire the job-plant conducted by the *Evening Sun*.

THE Ultima Printing Press Company, Wilmington, Del., has increased its capital stock from \$200,000 to \$1,000,000 and changed its name to Ultima Printing Utilities Company.

"Big Six" Typographical Union, of New York city, will hold its annual ball on November 28 at Madison Square Garden. An arrangement committee of one hundred has been appointed.

In the four-year contract just entered into between the Wheeling (W. Va.) printing-houses and the typographical union, conditions are made much more favorable for apprentices than heretofore.

The Andrews-Marsh Manufacturing Company, makers of printers' and bookbinders' machinery, New York city, has been placed in the hands of a receiver. Lack of capital to finance the business is given as the cause of the receivership. receiver. Lack the receivership.

With the purpose of teaching the art of printing, the Normal school, at DeKalb, Ill., has installed a complete printing outfit. The instructor, Professor Vaughan, recently took a "post-graduate" course at the Chronicle office, that city.

George P. Nichols, agent of the Union Printers' Home and retiring president of Baltimore Typographical Union, was recently presented with a handsome gold watch, chain and charm by members of the local union, in recognition of his services to the organization.

JUDGE S. A. Mann, ex-printer and candidate for congressional honors at Spokane, Wash, has been made an honorary member of the local typographical union. The judge appeared at a recent meeting of the organization and thanked the members for the honor conferred.

AUTHORITIES of Hawkins County, Tenn., have decided to expend \$10,000 in macadamizing the road from Camy Creek to Alum Well, to connect with the road to be built by the International Printing Pressmen's and Assistants' Union, of North America, from that point to its home at Hale

A REGREANIZATION of the Buffalo Printing Ink Works, Buffalo, N. Y., has been effected and the concern incorporated. Cliff R. Hunn, who is both widely and favorably known in the printing and lithographic trades, and who formerly was with the company, has returned to the organization and

The Church Envelope Company, Pittsburg, Pa. Capital, \$5,000. Incorporators: C. L. McCoy, E. K. Bergner, E. Imler.

Banner Publishing Company, Boston, Mass. Capital, \$25,000. Incorators: A. P. Blinn, F. F. Harding, H. C. Berry.

Seattle Typesetting Company, Seattle, Wash. Capital, \$15,000. Incorporators: W. L. Cooper, M. T. Ayres, G. M. Cooper.
Aberdeen Publishing Company, New York, N. Y. Capital, \$50,000. Incorporators: H. Lechner, M. Dawson, R. W. Childs.

Courier Publishing Company, Millville, N. J. Capital, \$10,000. Incorporators: M. L. Branin, S. E. Branin, E. D. Patterson.
Times Publishing Company, Olean, N. Y. Capital, \$40,000. Incorporators: C. D. Straight, C. B. McDowell, W. H. Ramsey. Paul, Stewers & McKay (publishing), New York, N. Y. Capital, \$10,000. orporators: W. J. Paul, A. G. Stewers, G. T. McKay.

Harrisonville Publishing Company, Harrisonville, Mo. Capital, \$6,500. Incorporators: C. H. Phearson, A. L. Burney, G. Conger.

World Publishing Company, Wenatchee, Wash. Incorporators: Rufus Woods, W. W. Woods, Ralph Woods. Capital, \$25,000. Capital, \$27,000.

Seashere Publishing Company, Atlantic City, N. J. C. Incorporators: C. W. Walters, G. M. Walters, H. S. Wallace National Arts Publishing Company, Boston, Mass. Capital, \$450,000. Incorporators: H. L. Johnson, J. A. Briggs, E. P. Archibald.

Cimarron Printing Company, Cimarron, N. M. Capital, \$25,000. Incorporators: G. H. Webster, Jr., F. Whitney, S. M. Wharton.

Bramwood Publishing Company, Indianapolis, Ind. Capital, \$20,000. Incorporators: J. W. Bramwood, E. G. Bramwood, G. T. Kraas.



A PRINTER'S HOME.

Residence of W. G. O'Brien, linotype operator, Free Press Printing Company, Burlington, Vermont.

assumed the position of president and sales manager. An increase in the manufacturing facilities has been made and the company is now in a position to render most satisfactory service.

THE business of Lawrence & Van Buren, Lansing (Mich.) printers, has own to such proportions that larger quarters are necessary, and this conmit will shortly erect a handsome building on North Grand avenue. The blocation is such that light will be secured from all sides of the building.

Duilding.

The employees of the Unity Press, New York city, and their friends, on August 20, enjoyed one of the most pleasant outings in the history of the establishment. They journeyed down to Boehm's Hotel, New Dorp, Staten Island, where games of all kinds, including baseball, were indulged in. The day closed with the serving of dinner, to which nearly one hundred sat down. Speeches of congratulation were made by Charles A. Jenney, president of the company, James F. Ringland, treasurer, and Harry Smith, secretary; also by representatives of several trade publications and industries connected with the printing business. Altogether it was a memorable occasion and will not be soon forgotten by the "boys" of this well-known printing concern.

Recent Incorporations.

Sharp Printing Company, Natchez, Miss. Capital, \$25,000. Incorpors: V. H. and R. V. Sharp.

Gate City Printing Company, Gate City, Va. Capital, \$5,000. Incorator: D. C. Sloan, president.

The News Company, Meriden, Miss. Capital, \$10,000. Incorporators: J. V. Gunn, W. A. Clark, A. H. Suttle.
Public Safety Company, Newark, N. J. Capital, \$30,000. Incorporators: L. N. Downs, J. Mutch, J. H. Phillippi.

Standard Typesetting Company, Chicago, Ill. Capital, \$10,000. Incorators: F. Sass, F. Posvic, D. A. Roberts.

Crawford Publishing Company, Chicago, Ill. Capital, \$50,000. Incorporators: J. K. Allen, E. Crawford, F. L. Chase.
Herald Dispatch Company, Decatur, Ill. Capital, \$35,000. Incorporators: F. S. Dodd, V. F. Hardy, W. F. Calhoun.

The National Game Publishing Company, St. Louis, Mo. Capital, \$10,000. Incorporators: J. T. Hunt, M. J. Cullinane, A. H. Spink.

The Rhinelander Publishing Company, Rhinelander, Wis. Capital, \$15,000. Incorporators: E. O. Brown, F. S. Robbins, A. D. Daniels.

The Eagle Printing Company, Bryan, Tex. Capital, \$17,000. Incorporators: M. E. Wallace, J. M. Carnes, G. A. Adams, A. J. Buchanan. Julio Acevedo Company (printers and publishers), New York, N. Y. Capital, \$50,000. Incorporators: Julio Acevedo, E. S. Peck, S. Simons.

The Western Printing & Lithographing Company, Racine, Wis. Capital, 5,000. Incorporators: R. A. Spencer, C. H. Van Vliet, E. H. Wadewitz. Dispatch Printing Company, New Kensington, Pa. Capital, \$6,000. Incorporators: D. B. Kahle, E. R. Peay, D. Burns, T. C. Kidner, I. Kidner. Lambin-Frederickson Company (printing and publishing), Chicago, Ill. Capital, \$10,000. Incorporators: G. L. Lambin, J. C. Frederickson, G. M. Weichelt.

Browning Press Company, Cleveland, Ohio. Capital, \$20,000. Incor-cators: E. H. Browning, C. M. Coe, H. B. Jolley, J. R. Myers, G. T.

The Gribble-Coffey Company (printers and publishers), Indianapolis, Ind. Capital, \$15,000. Incorporators: G. W. Gribble, J. W. Coffey, E. Herman, F. R. Hixler.

Albert Lea Publishing Company, Albert Lea, Minn. Capital, \$50,000. Incorporators: L. S. Whitcomb, J. P. Hurley, S. O. Simonson, W. A. Moran, C. S. Edwards, F. G. Atherton.

Fires.

Louisville, Ky.—Globe Printing Company. Loss, \$15,000. Omaha, Neb.—Rees Printing Company's plant. Loss, \$5,000. Milwaukee, Wis .- Plant of Modern Printing Company. Loss, \$1,200.

Indiahoma, Okla. -- Advocate building; completely destroyed. Loss,

Rochester, Mich.—Ruble Printing Company's plant, recently removed from Detroit. Loss, \$2,000.



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Photoengraver's Advertising.

"Real Results from Ransom" is the alliterative title of a booklet that comes from Winnipeg, Manitoba, advertising the variety of work done by an engraving firm in that city. It deserves notice not only for the quality of the work shown but the artistic character of its make-up. And this from a town which we are apt to think of as only recently finding a place on the map. It seems only a short time ago that Mr. Ransom was starting in business, and now he seems to have a fully equipped plant. From all reports the demand for engraving is growing rapidly all over the country, and it could be stimulated and secured by the engravers who will use attractive advertising.

Acid-proof Cement.

The paragraph in this department for May, page 251, giving a cement for a broken evaporating dish has brought from W. W. Winship, of the Graham Chemical Pottery Works, Brooklyn, this formula for a cement to repair stoneware, sinks or anything containing strong chemicals. He writes: "Take ordinary sodium silicate solution, more commonly called 'water glass,' and add a very little barium sulphate, and then enough powdered asbestos to make a soft putty. Be sure to have the parts where this cement is to be applied as clean as possible and perfectly dry. If broken pieces are to be put together, use only a thin film of the cement on each edge. Then bind the parts together by tying, or otherwise, until they are set, which should take at least twenty-four hours. If it is the joints in acid pipe or leaks in a sink that is to be repaired, then this cement can be used as putty would be."

Grain Relief Blocks.

A. Betancourt, Havana, Cuba, sends a clipping from a Spanish paper, containing a print from a finely executed relief-block, in which the gradations of shade are obtained in a fine grain instead of in crossed lines, as is customary with a half-tone. He asks if the method can be explained. Answer. - Printing-blocks with a granular texture can be produced in several ways. The metzograph screen furnishes the most reliable method in use now, though the print at hand is not from the metzograph grain block. It would appear to be made by a method in which a fine grain is laid on the block in some manner. This could be done by the aquatint method, or better, by dropping finely powdered asphalt on the metal plate in a regular grainingbox, fixing this grain to the plate by heat and then coating the plate with the regular enamel or sensitized carbon tissue. The latest plan is to add to the enamel a finely powdered resin, which is not soluble in the glue, but remains in it in suspension as in an emulsion. The metal plate is coated with this enamel, dried, and printed under a regular dry-plate negative, after which it is, without development, plunged immediately into the chlorid of iron etching solution, which is of a strength of about 30° Baumé, just as is done in etching photogravure. This process requires great skill on the part of the operator, and there are indications that this is the way in which the plate was etched from which was made the submitted print.

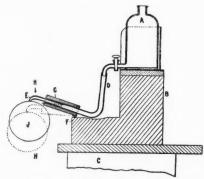
Mertens-Rolff Rotary Photogravure.

The business manager of one of the great New York daily newspapers has sent this department a copy of the Freiburger Zeitung, showing results of Doctor Mertens and Ernest Rolff's patents in rotary photogravure on cheap newspaper, and asks that the process be described. As all processworkers are interested, the following brief points in their inventions will prove timely:

Doctor Mertens coats the roll with the bichromated gelatin in the following manner, as shown in the cut and

described in his patent:

A bottle (A) is secured upon the slide-rest (C) of a lathe, and the pointed delivery tube (E) provided with an orifice and connected by a rubber tube (D) with the bottle (A). It is firmly secured in a bed-plate (G), connected by hinges (F) with the stand (B) so that the point of the



DOCTOR MERTENS' METHOD OF SENSITIZING ROLLS.

tube (E) can only oscillate in the vertical direction (H H), and especially not sideways. The weight of the part (G) presses the outlet of the tube (E) firmly against the surface of the roll (J) and obliges this outlet to follow all the up-and-down motions of the surface of the roll.

Ernest Rolff patented in 1899 the following, which supplements Doctor Mertens' invention, and is the method used to make a print from a negative film on the sensitized rolls: Rolff takes a negative or positive, made upon transparent-film paper, and transmits the same to the roll by pressure. The transparent-film paper is provided with a net consisting of cross or longitudinal opaque lines. The adhesion of the transparent-paper film, containing the positive, to the roll is increased by an oily substance introduced between the film and the roll. The roll is then presented to the action of light, brought into the darkroom, the positive and the oily substance is removed, the roller developed and then etched in the usual manner. The etched picture consists of engraved dots or lines between the opaque net previously applied to the transparent film of paper. Care has to be taken that the lines of the picture do not run parallel with the "doctor," but are at a slight angle to the same. By care in this matter it is possible to prevent any possible engagement of the "doctor" with the lines of the engraving whereby the latter would, in a short time, be destroyed.

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Scum in Enamel Prints on Copper.

"Old Etcher," Philadelphia, is kind enough to send to this department some of the fruits of his experience with the serious trouble of scum in the enamel prints, which all etchers are liable to be troubled with at some time or another. He writes: "I have had so much help from THE INLAND PRINTER that I would like to add my mite of information regarding the trouble of scum, which you wrote about in the May number. There are a few causes of scum which you did not mention but which I have run across in my twenty years of printing enamel. The enamel solution going bad is one of the causes of this trouble which I have found. I am always careful to use enamel as fresh as possible, using only strictly fresh eggs in the making of it and always keeping it in a refrigerator, winter and summer. Another thing that will make trouble is the dye solution getting too old. I use a cheap cotton blue for my dye and have always had a habit after development of swishing over the print a weak solution of alum, which intensifies the blue color and tells me at once if the print is not free from scum. Should there be any scum, I clean it out with a little hot water, poured from the spout of a teakettle, which is always kept on the gas-stove near by."

Etching Steel or Iron for Printing-plates.

From the Process Engravers' Monthly is quoted the essentials of a patent granted to C. C. Roder for a process of etching on steel or iron: "The metal plates are first thoroughly scoured in a slightly acidulated liquid, which makes fatty substances adhere. The transfer, in transfer ink, is then applied to the steel plates, which are then treated with a stronger acid, which renders the parts uncovered by the transfer ink grease-repellant. Finally the plates are treated with a still stronger acid, which prevents deposits of fatty matter except on the printing surface. The new process is worked as follows: The steel plate is scoured for eight or ten minutes in a bath of 2,000 parts water, 40 crystallized carbonate of soda, 33 orthophosphoric acid (s. g. I.154), and 17 parts potassium bichromate, then washed in pure water and dried quickly. The plate is now ready to receive the transfers. After application of the prints to be transferred and cleaning up, the plate is treated with an etch of 400 parts of water with 80 of orthophosphoric acid (s. g. I.154), chromic acid 6 parts, sodium bichromate 26 parts. This mordant attacks the plates and makes them still clearer. biting-in can be made very deep with this etch and all impurities removed. After any necessary corrections have been made, the plate is treated with a final etch of 100 parts of water, 45 potassium phosphate, doubly acidified, 15 potassium fluoride and 1 of sodium bichromate. This makes the surfaces between the lines entirely free from ink and incapable of receiving fatty substances. All further etching is unnecessary.

Maps for the United States Army.

A First Lieutenant, Engineer Corps, United States Army, Fort Leavenworth, Kansas, writes: "I take the liberty of requesting some information. Lithographic plants used by troops must be capable of reproducing maps independently of sun or electric light. Do you know of any practical process by which a polished zine plate may be sensitized sufficiently high to take an impression through a thin maduro negative with a medium-sized acetylene lamp, in twenty minutes or half an hour? If so please specify the chemicals and quote prices on same. Would it be feasible to burn magnesium ribbon, or similar substance producing a bright light, in front of a negative and

make impression on a sensitized plate?" Answer .-- You can get a print on a zinc plate in seconds instead of minutes, and with an ordinary army lantern, if you but use the Paynetype process. You will find a notice of it in this department of The Inland Printer for September, 1909, page 884, under the title "The New Photoengraving." Is it not possible to substitute for lithography in the reproduction of maps one of the bromid paper processes? All that would be necessary would be to have rolls of sensitized bromid paper, the paper being thin, and a printing-frame. The map to be reproduced is put in the printing-frame, a piece of bromid paper placed in contact with it and the exposure can be counted in seconds, depending on the quality of the light. This print is developed strong and becomes the negative from which any number of bromid prints can be made, in the same manner. You can, of course, use a glass negative and get better prints. Up to a hundred prints the bromid-paper method might be the cheaper one. Where the number of maps required are hundreds of copies then the zinc plate process and a printing-press would

Rotary Photogravure the Process of Promise.

J. W. Talbot, Chicago, writes: "Noticing in your address before the photoengravers at Buffalo on 'The Future of Photoengraving,' in your book for July, you say that 'Rotary photogravure, or intaglio printing from engraved rolls, is the process of greatest promise just now.' Now won't you tell us something about this rotary photogravure and how it is done? You just said enough to get me interested and I am sure a great many of your readers, like myself, would like to know more about it." Answer .-It would appear from Mr. Talbot's question that he is not a very close reader of his INLAND PRINTER, for this publication was the first one to bring attention to this beautiful printing process which is now attracting engravers, printers and publishers all over the world. If Mr. Talbot will but turn to THE INLAND PRINTER for December, 1908, page 384, he will find a portrait and sketch of Charles W. Saalburg, and a rotary photogravure in colors. This picture and article attracted even more attention in Europe than it did here, so that copies of that number are difficult to obtain at any price. Look up in later numbers: In this department for August, 1909, page 726, "Saalburg's Photogravure in Colors"; June, 1910, page 428, "Machine Photogravure Printing" tells of the patent rights in the case; July, 1910, page 586, will be found "The Best Newspaper Illustrations," telling about the wonderful newspaper rotary gravures made by Doctor Mertens and Rolff; and in the February number of 1910, page 712, is Max Levy's terse description of how the process is worked. In this number the Mertens-Rolff method is described so that the subject has been "covered" pretty thoroughly, as newspaper men say, and will continue to be for the years to come. While on this subject it might be well to notice the next sentence in the address mentioned, which says of this new process, "It is capable, in proper hands, of giving us the finest art reproductions possible from the printingpress." These words, "in proper hands," should be emphasized, for this process, though simple in theory, is not going to be successfully prosecuted except in "proper hands," which means that it will require workmen of special talent and training.

Metzograph Screen and How to Use It.

Many queries reach this department about the metzograph screen. From Penrose & Co., London, have come "Instructions for Use of the Metzograph Screen," from

which is taken the following: "In cleaning the screen great care should be taken to avoid scratching the screen. The cleaning should be done with very dilute iodin in alcohol, on both sides, finishing off with a piece of Joseph paper. The screen should be put in the holder, with the rough surface toward the sensitive plate. The exact screen distance is of the utmost importance, and in this lies the secret of successful negative-making, as slight a variation as one sixty-fourth inch being sufficient to spoil the work. It should be remembered that the screen distance does not bear any relation to the diameter of the lens aperture, as is the case with the ruled screen, although it is affected by variations in the camera extension. It will be found with screens numbered 3 and 4, the minimum distance, one thirty-second inch, gives approximately the correct effect; the coarser screens will require an increased distance, while the finer grains will require some special device to support the screen nearer the plate, at a distance which will be found to be less than one sixty-fourth inch. The exposure is simple. Only one stop is used, which, for ordinary work, is F/32. If the contrast in the original is very great, F/45 may be substituted and a proportional exposure allowed. In exceptional cases, a 'flash' exposure to white paper may be given before the principal exposure, but its duration should not exceed one-twelfth of the main exposure. The actual exposures are short compared with what is necessary with a ruled screen, because the metzograph screen is entirely devoid of any opaque portions which actually prevent in an ordinary ruled screen seventyfive per cent of the light from reaching the plate. The development of a metzograph negative requires care, that the objectionable 'mealy' character be avoided. This is due to the appearance of what may be described as a secondary grain, which becomes interlaced among the principal grain, producing a coarse and uneven effect in the lighter tones. The developer should be flowed over, and the plate washed as soon as the image appears. It is advisable to give a slight 'cutting' before intensification, which may then be carried out as usual."

STYLE.

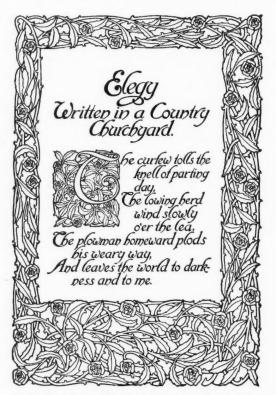
Full many a gem of "literary" style is hid in the dark, unfathomed caves called annual reports, just as many a "flower of rhetoric" is born to blush unseen in the deserts of the Congressional Record. That classic writer whom Roger Ascham described as struggling "with uncontented care to write better than he could" has left an army of spiritual descendants. In the days of the glory of Greece and Rome there were some ambitious stylists, yet we doubt if many of the strong-armed scribblers of antiquity could improve upon this passage by a contemporary from the "Life of John L. Whitman," superintendent of Chicago's workhouse:

At Sterling, Illinois, situate some 110 miles west of the City of Chicago, in the peaceful St. Lawrence valley, some forty years before the dawn of the twentieth century, on the 23d day of July, 1862, in a lonely cottage standing on the churchyard with all becoming piety, in fact, the parsonage of the Baptist Church, at the end of a strangely cool day for that season of the year, just as midnight bade the coming day farewell and passed into the oblivion of eternal time, without prediction from the Wise Men of The Desert or any other ceremony save the song of the rustling leaves and sleeping flowers, just as the monbeams playfully turned darkness into daylight, was born JOHN L. WHITMAN.

One of the best opinions ever given on style was by Matthew Arnold: "People think I can teach them style. What stuff it all is! Have something to say and say it as clearly as you can; that is the only secret of style."—
Collier's.

A PRINTER AND HIS WORK.

The course in printing conducted by The Inland Printer Technical School for the International Typographical Union has earned world-wide approval. Government reports have commended it and the best informed educators have expressed warm commendation of its thoroughness and efficiency. Mr. F. J. Trezise is the head instructor in The Inland Printer Technical School. That he has no sinecure is shown by the number of students enrolled, approximating two thousand at this date. How much he is in love with his work is shown by a book now before us the creation of his own hands. In spare moments he found recreation in lettering, decorating and designing Gray's "Elegy Written in a Country Churchyard." His original plan was to make a book "for his own self." Friends who saw the designs urged him to print a small edition, and the idea seeming good to him, he has printed a limited edition



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Specimen page from book designed and lettered by F. J. Trezise, instructor in the International Typographical Union's Course of Instruction in Printing.

of two hundred copies. None of his associates in the school saw the book until a completed copy was placed in their hands. It is, as stated, hand-lettered, and printed from plates on imported hand-made paper, deckle-edged on side and bottom of each page. It is durably bound in boards covered with imported hand-made cover-paper; sewed by hand with silk and illuminated in water-colors. The price is \$2, boxed.

As an indication of the ability of one of the most valued aids in developing one of the greatest movements in technical education, and on its own intrinsic value, the book is one of the finest achievements we have seen in very many years.

BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

A New Book on Lettering.

"Modern Lettering," by William Heyny, is the title of a new book designed especially for use in trade schools and architects' drafting-rooms. It deals with the construction of letters and their use in a general commercial way.

The book consists of 136 pages, size 7½ by 10 inches, oblong, printed on heavy plate paper and bound in cloth. It contains a frontispiece and 35 full-page plates, the drawings being by the author. It is published by the William T. Comstock Company, New York. The price is \$2.

"Die Moderne Grossbuchbinderei."

This book of 240 pages is a translation, by Hermann Scheibe, worked over and adapted for German and Austrian binders, of George A. Stephen's handbook on the methods obtaining in large bookbinding establishments. The subject-matter appeared first in serial form in the British and Colonial Printer and Stationer, of London, in 1909, and goes into all details in a concise but thorough manner, and the book is without doubt the most complete and up-to-date treatise on bookbinding on a large scale. Mr. Stephen is chief assistant librarian of the St. Pancras Public Library, of London, and member of the Book Production Committee of the Library Association of England, while his translator, Herr Scheibe, is bookbinder to the court at Vienna. The work has 138 illustrations. It deserves space in the technical libraries of the German binders of this country. It is issued by the A. Hartleben Publishing House, Vienna, Austria, and is sold at 51/2 crowns (\$1.15), in paper covers; 6.60 crowns (\$1.35),

Two Useful Reference Books.

PUNCTUATION AND PARAGRAPHING; WITH PRACTICAL WORD-LISTS. By Fessenden N. Chase. 12 pages, 5 by 8. Price, 15 cents. Published by the author, Bath, Maine.

This handy pamphlet is designed to take the place of the more bulky and elaborate treatises on punctuation, and will be found useful for both printer and stenographer. The subjects, which are necessarily covered in a brief way, include paragraphing, punctuation, the importance of the proofreader, use of the period, apostrophe, comma, etc. There is a list of words often misspelled or wrongly written, which, while following pretty closely the accepted standards, is quite too brief to make it of permanent value.

STENOGRAPHER'S GUIDE FOR DAILY DESK REFERENCE. By Fessenden N. Chase. 16 pages, 5 by 8. Price, 15 cents. Published by the author. Bath. Maine.

This booklet discusses briefly such subjects as abbreviation, capitalization, forms of addresses of officials, corporations and individuals, the construction of sentences, compounding of words, embracing numerous examples of correct forms in every-day use. Some of the commoner

cases of misuse of words, errors in grammar, and the "split infinitive" are briefly described. The little work, although quite elementary, will clear up many difficult points that exist in the minds of those who have not been fortunate enough to have more than a superficial knowledge of syntax.

"Modern Printing-inks."

The latest book on the manufacture of printing-ink is issued under the above title. It is written by A. Seymour, a practical inkmaker, and deals with the manufacture of ink by the prevailing methods. A number of line engravings of mechanical devices add to the value of the descriptive matter. This book contains information that every employing printer should have; it is obvious that pressmen, more than others, should also have such knowledge on their finger-tips, as it were, for they are daily placed in contact with problems arising from the use of inks. The author, commenting on the value of such technical knowledge, says: "The printer who takes the trouble to learn what the materials of his craft consist of, and how they are prepared, will be able to handle them in a far more intelligent and efficient manner than one who, in his self-satisfied ignorance, trusts merely to 'old use and wont, or simple rule of thumb." The truth of this statement can not be denied. It is to be regretted that so few of our craftsmen are to be found making a study of the materials or principles underlying their respective branches of the trade. A brief mention of some of the chapter headings will show the matter treated: Linseed Oil, Varnish, Dry Colors, Lakes, The Grinding of Inks, Ink and Color Mixing, Driers, Bronze Powders and Bronzing, etc. This book can be supplied by The Inland Printer Company; price, \$2, postpaid.

PARK ROW.

Where swinging doors that never close Pour forth wide streams of light; Where tumult crucifies repose Throughout the sodden night, There is the restful home of those Who write.

There, watching, you may see anon Some journalistic star, Some meteoric paragon Approaching from afar, And note its luster dimmed upon The bar.

Where sailormen with crooked gait
Lurch idly to and fro;
Where beery beggars lie in wait
With drunken tales of woe.
There lies our city's "Fourth Estate"—
Park Row.
— N. P. Babcock in the New York American.

THE "MULTIFORM" MACHINE AT THE COST CONGRESS.

Mr. J. A. Richards, of the J. A. Richards Company, Albion, Michigan, whose very interesting articles on "Letterpress Cut-outs" have been appearing in The Inland Printer, will attend the second International Cost Congress, at St. Louis, October 6, 7 and 8, and have on display at the Planters Hotel, the "Multiform" machines and their products, and will give practical demonstrations with the machine.

It would be well if all printers who are looking for a legitimate business-builder would make it an object to hunt up this display and meet Mr. Richards, who is loaded with information along this line.



This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade.

All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Typewriters with Linotype Keyboard.

(749.) "Please give me the address of the company that makes typewriters with keyboard arrangement similar to that of the linotype machine." Answer.—Smith Premier Typewriter Company, Syracuse, New York.

Working Half-tones on Gordon Press.

(748.) "Will you please tell me where and at what price I may obtain information that may enable me to work half-tones on a C. & P. Gordon press?" Answer.—
If you will send us some lightly pulled impressions of a half-tone cut, we will mark it and give you directions for making it ready so that you will be able to produce good work, providing, of course, that you are now familiar with the ordinary procedure of make-ready.

Reverse Die in Bookbinding.

(731.) "Is there any composition that a reverse die could be made of, that would stand the heat used in gold-leaf work in bookbinding?" Answer.—The Matrixo will stand all the heat you can give it and will not break down in embossing work. For gold impressions, however, nothing but metal will do. Three-eighth-inch electrotype plates for short runs (metal base) will work satisfactorily on ordinary cloth and leather. Brass plates give the best results. Matrixo-Drycolin is made and sold by Paul Schwenke, 250 Fort street, Detroit, Michigan.

Paper-bag Machinery.

(728.) "Would you kindly send me a catalogue about paper-bag machinery, and the prices?" Answer.—We are not in possession of a general catalogue of this nature, and, therefore, direct you to the following manufacturers of paper-bag machinery: Smith & Winchester Manufacturing Company, Windham, Conn.; H. E. Westervelt, South Bend, Ind.; Brown Bag Filling Machine Company, Fitchburg, Mass.; National Bag Company, 256 Twenty-first street, Detroit, Mich.; Royal Machine Company, Newark, N. J.; Fuller-Saxton Company, Drexel building, Philadelphia, Pa.

Newspaper Syndicates.

(746.) "Will you kindly forward me a list of newspaper syndicates, including those which cater to the smaller papers as well as the larger?" Answer.—The S. S. McClure Company, 45 West Thirty-fourth street, New York city; Frank L. Nelson & Co., 50 Church street, New York city; International Newspaper Syndicate, Baltimore, Maryland; Joseph Bowles, 84 La Salle street, Chicago; International Press Bureau, 84 La Salle street, Chicago. The

American Press Association and the Western Newspaper Union, of Chicago, are the principal firms in the United States furnishing plate-matter. The *Tribune*, *Daily News* and Hearst papers, in Chicago, and a number of the larger newspapers throughout the country, syndicate a great deal of their matter.

Layout for a Type-case.

(707.) "What are the correct boxes for 'ffi,' 'ffi,' 'fi,' '&' and the 'hair-space'? About every shop I strike has a different layout for these characters." Answer.—If there be an authority for the proper layout of a case, it will be found in the catalogues of the leading typefounders. In these you will find, for a regular job-case, "ffi" in the box at the top left-hand corner, "fi," immediately to the right, "ffl" in the lower right-hand corner, and "&" immediately to the left. The thin spaces are in the two boxes immediately to the right of "fl," with the "thinnest" first. Hair-spaces are not provided for in regular type-cases. In upper and lower cases, the "ffl" is found in the lower right-hand corner of the upper case, with the "&" immediately to the left of it.

A Two-thirder.

(747.) "I am a young printer, just entering the field and desire to know what a two-thirder is, how to join the union, and where to learn display jobwork?" Answer .-A two-thirder is generally known as an apprentice who has advanced far enough to command about two-thirds of a journeyman's wage; in other words, a boy who has worked two or three years at the trade. You can not join a typographical union until you have served four years' apprenticeship, and then must present an application signed by one or more members of the organization vouching for your competency. In case a finished apprentice has no acquaintances among members of the union, the usual custom is to have the secretary issue a working permit, and an investigation as to competency is made later, but before granting full membership. If you desire to learn display jobwork the very best thing you can do is to take the I. T. U. Course of Instruction. For particulars write the I. T. U. Commission, 120-130 Sherman street, Chicago. This should be supplemented, however, with practical experience, and you could not do better than take a learner's position in a job-office, pursuing your lessons during leisure hours.

Another Type Measurement Dispute.

(745.) "In measuring linotype matter, do you count it by the number of lower-case m's to a line of the size type which the operator is setting? How many ems should an operator get credit for in setting 97 inches of 11-point, 27 ems pica wide, with 41 lower-case m's in a line?" Answer .- Type is measured by the em quad or square, not by the number of lower-case m's to a line. An em is a square of the type indicated. In a line 27 picas wide there are (27×12) 324 points, in which there would be $(324 \div 11)$ 29 5/11 ems of 11-point. The fraction being less than a half em of the type used, it would be measured as 29 1/2 ems wide. As there are 72 points to an inch, in 97 inches there would be (97×72) 6,984 points, or a very small fraction less than $(6.984 \div 11)$ 635 11-point lines. Multiply 635, the number of lines set, by 29 1/2, the number of ems to a line, and you have the total number of ems set. 18,735. Of course, from your statement that a 27-pica line contained 41 lower-case 11-point ems, we should judge that the type was under standard. To ascertain whether this is so, cast up the full alphabet. If it measures less than 13 11-point ems, it is below standard. In addition to

the requirement that the entire alphabet shall measure .13 ems, the letters c, d, e, i, s, m, n, h, o, u, t, a and r must equal one-half of such measurement. This standard was established a number of years ago, and the custom has been to measure under-standard type one size smaller.

"THE BOLSTER BOOK."

"In the compilation of this book for bedside," so Harry Graham, an English humorist, who fairly may be described as typical in tone and manner, begins his preface to "The Bolster Book," "one single object has been resolutely kept in view. Every chapter has been chosen on its merits as an aid to slumber; every page, by reason of its irrelevance and discoursiveness, is a natural soporific; every paragraph is calculated to induce sleep. . . . As an aid to sleep, as a companion for the bedside, this volume has few equals and no superior."

PRINTING TRADE A MELTING POT.

"Yes, the printing trade is bringing about the millennium more rapidly than any other human agency," said Harry C. Long, a well-known journeyman printer. "Just look, the Caxton building, the big printing center of the city, is owned by Protestants. One of the principal offices in the building is the Catholic Universe, which has now been awarded the contract to print the Jewish Independent, and a member of our union who is a free-thinker, is bossing the job. Yep; we're coming to a realization of the brother-hood of man in the printing business." — Cleveland Leader.



A PRINTER'S HOME.

Residence of Edward W. Brown, foreman of pressrooms, Specimen Printing Department of the American Type Founders Company, Jersey City, New Jersey.



This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

THE BOOK OF BUCKEYE COVER PAPERS.

The Beckett Paper Company, "makers of good paper in Hamilton, Ohio, since 1848," has recently issued an attractive sample-book descriptive of its Buckeye brand of coverpapers for books, catalogues and advertising literature. The booklet is a comprehensive one, showing the complete line of covers, comprising fifteen colors, each made in three weights and three finishes. The various papers are shown to advantage by the attractive designs which are printed on them in pleasing combinations of color, and the printer will find in these designs and colors many excellent suggestions.

ATTRACTIVE COVER-PAPERS.

The new catalogues of the Peninsular Paper Company, Ypsilanti, Michigan, showing the Tamarack and Covenant cover-papers, offer a wide selection of colors and textures. For catalogues and booklets on which something especially distinctive is desired, these papers are unusually well adapted, as is exemplified in a recent catalogue of the Fairbanks-Morse Company, which is embossed in two shades of green on Covenant cover-paper and presents a striking appearance. The entire line of covers of the Peninsular Paper Company is handled by the Parker, Thomas & Tucker Paper Company, Chicago.

NON-CURLING GUMMED PAPER.

The Ideal Coated Paper Company, 150 Nassau street, New York, has submitted a specimen of imported non-curling gummed paper, lithographed in labels of various kinds. This is one of the finest gummed papers we have seen, the specimen having been exposed to varying degrees of temperature and moisture, yet retaining its absolute flatness under all conditions. The fact that the paper is lithographed from the stone is in itself a guarantee of the flatness of the stock. Printers who have occasional calls for labels, or the numerous other jobs in which gummed paper is specified, should provide themselves with samples of the Ideal Company's product, which may be kept in stock without fear of its cracking, curling or deteriorating any more than is the case with ordinary printing-paper.

POTTER PROOF PRESS.

There is on exhibition in the salesrooms of A. F. Wanner & Co., 340 Dearborn street, Chicago, a proof press which has received the warmest praise from printers who have inspected it. This machine, in which the principles of the two-revolution press have been applied to prooftaking, produces work that resembles the best printing done on a modern two-revolution press. At a recent demonstration

in the Wanner salesrooms, proofs of four-color label-work were taken with surprising speed and accuracy.

Space will permit of only a summary of some of the more important features of the Potter Proof Press, among which are the automatic opening and closing of the grippers, a continuous register rack, reciprocating bed traveling on antifriction track rollers, an impression trip and an ingenious arrangement for proving matter either on or off the galley. Printers who can not avail themselves of the opportunity of inspecting the press may get detailed information and illustrations by writing to the dealers at the Chicago address.

LINO-TABLED TARIFF BY THE TON.

Nearly ten tons of metal, and over nine million ems of twelve-column tariff matter, is the "tonnage" produced by three standard linotype machines, equipped with Lino-Tabler matrices, in fourteen days, in one of the larger railroad printing houses of Chicago, where the photograph was taken from which the accompanying half-tone was made. Three shifts of operators were employed, the machines were in first-class condition, and the copy was properly prepared.

The speed record made on this contract confirms the statement of Chairman J. A. Morgan, of the American Printers' Cost Commission, in a recent letter to the Lino-Tabler Company, to this effect: "We are enabled (with



the Lino-Tabler system) to handle intricate tabular matter almost as readily as straight matter."

The company's announcement on frontispiece of this number of THE INLAND PRINTER will prove of interest to tabular printers, whatever their equipment.

"THE SHNIEDEWEND REMINDER."

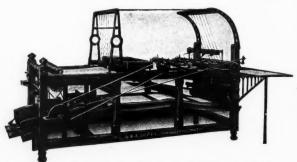
Paul Shniedewend & Co., manufacturers of printing and engraving machinery, at 625 West Jackson boulevard, Chicago, have issued a "tabloid" catalogue and price-list, called the "Shniedewend Reminder." This is an eightpage folder, 3½ by 6½ inches, and contains illustrations and net prices of the full line of machinery and accessories made by this company. Copies of this very handy little folder will be sent to persons interested writing for it direct to the manufacturers.

The showrooms of the Shniedewend Company are always full of interest for visiting printers, engravers and those engaged in the allied trades, as the display of machinery and equipment is admirably arranged. One feature in particular which is receiving considerable notice is the "Mastodon" Reliance photoengravers' extra heavy proof

press, which is claimed to be the largest, heaviest and most powerful press for this special purpose ever built. While massive in construction, this new machine contains every convenience for quick and convenient operation, and has received the highest praise from every one who has seen it in use.

IMPROVEMENT IN RULING MACHINERY.

The new catalogue of the 1910 "Springfield" ruling machinery and attachments, manufactured by F. E. and B. A. Dewey, of Springfield, Massachusetts, contains illustrated descriptions of several improvements in ruling machines. One of the most important is the new 1910 power-attachment for drawing the cloth from the rear, and



SPRINGFIELD RULING-MACHINE, WITH ATTACHMENT FOR DRAWING THE CLOTH

which stops all stagger of the fabric, giving a perfect register, and greatly improving the "striking." Much care has been given to the perfection of this feature, and the makers claim that it will give absolute satisfaction. The illustration in the catalogue is large enough to trace the detail of this device with accuracy, but the accompanying picture represents it fairly well.

Among the other apparatus described in the book is an automatic double-beam-striker ruling machine with 1910 lay-boy, cloth guides, double-faucet ink-fountains and adjustable feed-guide; two-beam faint-line ruling machine with patent power attachments and lay-boy; special card machines for cards, checks and small paper; double-striker ruling machine for striking or feint-lining both sides at one feeding, and improved double note-paper ruling machines with three cloths, for hand-feeding or fitted for automatic feeder. There are numerous other attachments for ruling machinery, all illustrated with cuts of good size, a price-list of parts and a useful schedule of ruling-pens.

NEW REDINGTON COUNTING MACHINE.

One feature of the new style of counting machine, illustrated herewith, which will recommend itself to job pressmen, is the ease with which it can be attached to Gordon presses of any size. Inaccessibility has hitherto been one of the objections to the more general use of counters for small presses, these being frequently attached to the wall. In the new counter this is avoided, as the machine can be attached to the press itself in five minutes, with no other tools than a screw-driver and wrench. The dials are then in plain view of the pressman at all times and the figures are big enough to be readily seen at a distance.

Among the advantages claimed for this counter by the makers is its absolute accuracy at all speeds, high or low; it counts from 1 to 100,000 without skipping or repeating; the dials are conveniently and quickly turned back to zero

or set at any desired number without the use of a key or other loose part, and the machine counts only when the impression is taken. The counter is assembled complete for immediate use and is packed in a substantial box, with full



REDINGTON COUNTING MACHINE, MODEL D, SHOWING METHOD OF ATTACHING TO GORDON PRESSES.

directions for attaching and adjusting, and shipped on payment of \$5. It is made by the F. B. Redington Company, 112 South Sangamon street, Chicago.

ACME PAPER CUTTERS.

The new catalogue of the Acme Cutter & Press Company, 33-35-37 Kemble street, Boston, Massachusetts, shows the latest standard type of self-clamping papercutter made by this concern, illustrated with very large half-tones, all the details of construction being clearly visible. The self-clamping feature receives special mention in the book, which is printed in the good style common to the Robert L. Stillson Company Press, of New York, and from which we quote: "The self-clamp will hold any kind of stock and cut it accurately. The automatic principle of clamping used on the Acme cutter obviates the trouble and uncertainty of a clamp which has to be adjusted for every different kind of stock. To get the self-clamping, the Acme utilizes a power which is wasted on other cutters, by making the clamp act as a fulcrum to give the knife the end motion, instead of swinging arms attached to the frames, or slots made in the frames. Whatever resistance there is to the knife's taking a lateral motion makes it bear just so much harder on the point that is giving it lateral motion, and the clamp being that point on the Acme, it gives a harder pressure the more it cuts, just in the proportion that is needed; for the harder the cut the more resistance and more clamp. It does not add to the draft of the machine, and each pile of paper cut gets a clamp just in proportion to its size. The harder it cuts the more it clamps - the duller the knife the more resistance and more

clamp. The device is free from mechanism and trapwork, it being more simple even than a hand clamp."

The detailed description of the many other good points in the Acme cutters makes interesting reading for those interested in paper-cutters for the printing-office, bindery or the mill.

ANOTHER VANDERCOOK PRODUCT.

R. O. Vandercook, the inventor of the Vandercook press, has brought out a proof press especially designed for linotype and monotype galley-work. As with all Vandercook presses, a single line or full galley can be proved without any change in the adjustments of the press.

The Peterson Linotype Company, of Chicago, have already purchased three of these machines. They report that not only does the press give a quality of work equal to a "made ready" job on a cylinder press, but that the speed of operation is considerably faster than any other press they have used. A valuable feature of the machine is that a hard tympan is used, enabling the proofreader to detect



THE 12 BY 25 VANDERCOOK HARD-TYMPAN ROLLER PRESS.

cold or defective metal, and the customer gets a perfectly printed job as a proof. To make up for the varying thickness of galley a rubber blanket is placed on the bed, and, therefore, under the galley.

THE CALCULAGRAPH AN IMPORTANT AID IN COST ACCOUNTING.

The Calculagraph Company, 9-11-13 Maiden Lane, New York, has adapted the Calculagraph to the needs of printing-offices, and the method of recording the cost of composition, presswork or other part of a job is now rendered simple, accurate and economical. The device is wholly mechanical in its action and may be operated correctly without special instructions. Its chief recommendation, beyond its extreme durability and accuracy, lies in the fact that it eliminates the waste of time and faulty calculations common in any system of obtaining elapsed time from

devices which record only the *starting* and *finishing* time. The Calculagraph gives the exact time, in hours and minutes, consumed on any part of any job, and the user does



Method of operating the Calculagraph. Pulling the left-hand lever toward the operator prints the arrows completing the elapsed-time record. Both elapsed-time dials revolve with their respective arrows, thus making it possible to obtain the records of any number of employees from one Calculagraph. Each record of working time will appear on its card accurately, without reference to others that may have been commenced or finished during the interval.

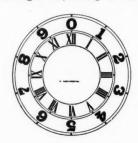
no "figuring" whatever; it is all done for him by the machine. Where it is used the employees have nothing whatever to do with keeping their time and their efforts can be devoted wholly to productive labor. The accompanying illustrations are selected from among a large num-

size may be used, and one clerk can make Calculagraph records for a hundred workmen, handle all the details of the cost-accounting system, and still have time for additional work. Full details of the application of the Calculagraph to various kinds of printing establishments will be furnished on application to the manufacturers at the New York address.

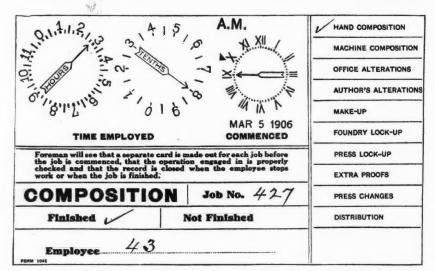
IMPROVED CLOCK FACE FOR FACTORIES.

J. B. Mattingly, of Louisville, Kentucky, has recently applied for a patent on the clock-dial shown below.

By placing a face of this kind of the proper diameter over the old face, the workmen simply put down their time in a way that all calculations are made like dollars and cents; for example, 7:30 o'clock is plainly shown as 7.5. In this way, starting at 8.0, ending at 9.2, simple subtrac-



tion shows elapsed time 1.2, then another operation until 12.0 by ordinary subtraction shows 2.8 hours and simple addition 1.2 plus 2.8 shows 4.0 or 4 hours. In this way all



Completed Calculagraph record, showing that employee No. 43 began work at 9 a.m., March 5, 1906; that he was working on hand composition on Job No. 427, and that he was employed on the job two hours and eight-tenths of an hour. No other calculation is necessary to arrive at these facts.

ber appearing in a new descriptive book issued by the Calculagraph Company, entitled "Accurate Cost Records in the Printing Business," which deals with this important subject in a straightforward fashion, and is brimful of excellent suggestions. It must be remembered that the installation of this machine does not necessarily involve the overturning of prevailing systems. The Calculagraph can be adapted very conveniently to any modern cost system, the only equipment needed being a card-rack, a filing-cabinet and a few thousand record-cards. Cards of any

reductions of hours to minutes and minutes to hours are eliminated.

There is a big demand for this article in all factories in which a record of cost is kept. Especially in the printing industry.

AS TO JUMPING.

It is well to cultivate decisiveness. Nobody ever was able to jump more than one way at a time.— S. E. Kiser, in Chicago Record-Herald.

WANT ADVERTISEMENTS.

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order to insure insertion in current number. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6% by 10 inches, cloth, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

DRAWING FOR PRINTERS, a practical treatise on the art of designing and illustrating in connection with typography, containing complete instructions, fully illustrated, concerning the art of drawing, for the beginner as well as the more advanced student, by Ernest Knaufft, Editor of The Art Student and Director of the Chautauqua Society of Fine Arts; 240 pages, cloth, \$2, postpaid. THE INLAND PRINTER COMPANY, Chicago.

PAPER PURCHASERS' GUIDE, by Edward Siebs. Contains list of all bond, flat, linen, ledger, cover, manila and writing papers carried in stock by Chicago dealers, with full and broken package prices. Every buyer of paper should have one. 25 cents. THE INLAND PRINTER COMPANY, Chicago.

PRACTICAL FACTS FOR PRINTERS, by Lee A. Riley; just what its name indicates; compiled by a practical man, and said to be the most practical little book ever offered to the trade; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. \$1 by mail. THE INLAND PRINTER COMPANY, Chicago.

THE RUBAIYAT OF MIRZA MEM'N, published by Henry Olendorf Shepard, Chicago, is modeled on the Rubaiyat of Omar Khāyyām; the delicate imagery of old Omar has been preserved in this modern Rubaiyat, and there are new gems that give it high place in the estimation of competent critics; as a gift-book nothing is more appropriate; the binding is superb, the text is artistically set on white plate paper, the illustrations are half-tones, from original paintings, hand-tooled; size of books, 7% by 9% inches, art vellum cloth, combination white and purple, or full purple, \$1.50; edition de luxe, red or brown India ooze leather, \$4; pocket edition, 3 by 5%, 76 pages, bound in blue cloth, lettered in gold on front and back, complete in every way except the illustrations, with full explanatory notes and exhaustive index, 50 cents. THE INLAND PRINTER COMPANY, Chicago.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all of the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by Linotype or Monotype machine. Price, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition, and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

A BARGAIN in World's Fair city—New Orleans, La.; well-equipped printing-shop doing profitable business in high-class job and booklet work; equipment: I Miehle cylinder, 3 C. & P. Gordons, with individual motors; an abundance of American line type and material, imposing stones, cutter, racks, cut cabinets, office fixtures, typewriter; everything of the best and in fine shape; reason for selling—owner obliged to go West.

A LONDON FIRM is open to represent an American manufacturer of printers' and engravers' supplies and labor-saving devices, and novelties for the fancy trades. Address X. Y. Z., care COOPER, 104 Long Acre, London, W. C.

FOR GOOD REASON I must sell at once my one-half interest in special printing business, with customers all over United States and Canada; orders annually \$15,000; my office of general manager goes with the deal; \$4,000 cash (unusual bargain); will stand closest investigation. L 6.

FOR SALE — Good country newspaper and job outfit in a growing town in southern Idaho. L 946.

FOR SALE — Job-printing plant and established business in city of 40,000; cylinder, 3 jobbers, modern type and material; must be sold at once; first good offer gets it. L 684.

FOR SALE — One-half interest in job-printing plant doing three-fourths of the printing in city of 10,000 in Michigan; good opening for news-paper in connection; plant worth \$15,000; half interest for \$5,800 if taken at once; high-grade proposition. L 832.

FOR SALE—The controlling interest in printing-plant (corporation) making a specialty of blank books, loose-leaf systems and office supplies, situated in Middle West; will pay the manager \$2,400 a year as salary; made 33 per cent last year; business increasing in volume at the rate of 25 per cent annually; over \$4,000 worth of unfinished work on hand; will bear the closest investigation; \$10,500 in cash will handle the deal; no trades considered; reason for selling—have other interests; if interested, will arrange a personal interview. L 10.

LIVE NEW TOWN in Canadian Northwest wants a newspaper; unusual opportunity for printer and newspaper man to start in business. Write immediately for particulars to MILLER & RICHARD, 123 Princess st., Wimipeg, Manitoba, Canada.

WE HAVE an attractive proposition for a man who can command \$3,000 to \$5,000 of capital and who is thoroughly familiar with all branches of printing and engraving, the selling end included; to such a man we can assure control of a first-class plant and a field big enough to enable him to work out his own destiny. L 976.

WELL ESTABLISHED, profitable printing and binding plant in rapidly growing Canadian city of 20,000; owner wishes to retire. L 987.

\$1,600 BUYS an established print-shop doing a profitable business; ill-health only reason for selling; might lease with option of purchase to right man. J. LEW. GRACEY, Bozeman, Mont.

FOR SALE.

A BARGAIN — Monotype and other printing material; list on request; in bankruptcy court. EAST WISCONSIN TRUSTEE CO., Manitowoc, Wis.

A MANUFACTURING CONCERN intending to discontinue its printing department offers its entire printing-plant singly or collectively at a bargain; everything listed is the best and always kept in perfect condition; 1 Campbell Pony Century, 25 by 34; 1 Campbell Century, 34 by 47; 1 Chandler & Price Gordon, 8 by 12; 1 Chandler & Price Gordon, 8 by 12; 1 Chandler & Price Gordon, 14 by 20; 1 Chandler & Price Gordon, 10 by 15, with Kramer web attachment; 1 Gally Universal, 10 by 15; 2 Dexter feeders for Campbell Centurys. L 979.

BOOKBINDERS' MACHINERY; rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 108-128 N. Jefferson st., Chicago.

FOR SALE — Huber press, 2-revolution, 4-roller, table distribution, air springs, size bed 37 by 52; price \$500 as it stands; also Semple book trimmer, \$30. JOBSON PRINTING MFG. CO., Station E, Louisville, Ky.

FOR SALE—One Potter double-deck web press, capacity 4-16 pages, 10,000 an hour, roller molds, 15 H. P. motor, full equipment, stereotype machinery; also saw-trimmer, shaver, full-page casting-box, Miller saw, Linotype slug furnace, new job-type turtles, chases, etc.; newspaper consolidation places finely equipped newspaper office on market. HERALD-TELEGRAPH, Colorado Springs, Colo.

FOR SALE — Two Crowell tablet-binding machines in perfect condition; for use with gummed cloth; very useful in a bindery. CENTRAL PAPER & TABLET COMPANY, Indianapolis, Ind.

FOR SALE — Two Unitype machines, 10 and 8 point; good condition; very cheap for quick sale. L 989.

FOR SALE AT A BARGAIN—A new 30-inch "Peerless Gem" lever paper-cutter. Write for price. O. L. RICE, Mankato, Kan.

HOE LITHO PRESS — Stone 24 by 34 inches; condition perfect; price low. McCOY & BRANDT, 410 House bldg., Pittsburg, Pa.

\$12,500 buys large printing plant complete; contains one Huber, one Scott and three Optimus presses of large size, also White power paper-cutter, and many other printers' and binders' machines, type, furniture, etc.; in fine condition; a snap; cash or time. H. BRONSON & SON, Columbia and Newby sts., Chattanooga, Tenn., or 409 Dearborn st., Chicago.

HELP WANTED.

Artists.

WANTED — Mechanical photograph retoucher for large western Pennsylvania manufacturing company; good wages. L 855.

WANTED — First-class finisher, competent to act as foreman and take charge of modern bindery; open shop. DAMERON-PIERSON CO., Ltd., 317 Camp st., New Orleans, La.

WANTED — One first-class forwarder and finisher of blank books and one good ruler and stock cutter; good proposition and pay for men who know their business and appreciate good treatment. Address J. A. COHOON, Apartado 255, Torreon, Coah., Mexico.

"OROTYP"-Have You Tried It?

WE OFFER YOU A PERFECT the most exacting requirements, and secure a rich, brilliant effect. If you are anxious to produce perfect results, let us send you a can ON APPROVAL.

WE OFFER YOU A PERFECT GOLD INK
An ink which will stand up under

Four shades: Light Gold, Deep Gold, Alu

THE CANADIAN BRONZE POWDER WORKS TORONTO VALLEYFIELD MONTREAL

JAS. H. FURMAN. 36 La Salle St., Chicago, IIL

WANTED — Working foreman for first-class bindery, doing blank-book, loose-leaf and catalogue work, located Middle West city of 125,000; must understand folding and other machinery; also want salesman familiar with loose-leaf devices — young man preferred. L 636.

WE NEED two first-class job compositors — men who can handle high-class work; union scale is \$25 per week; union office; Denver is the most desirable city in the United States to live in. Does this look good to you? THE CARSON-HARPER CO., Denver, Colo.

WANTED — A man experienced in high-grade embossing; must be acquainted with making inlaid and cut-in signs. L 981.

OPENING FOR PHOTOENGRAVER — Well-equipped plant connected with daily newspaper; rent to be paid in work for paper; fine field for sober, industrious, capable man. HERALD, Reading, Pa.

WANTED — Engraver capable of taking charge of small plant; good opening for right man. THE STANDARD PUBLISHERS, Ltd., Regina, Can.

WANTED — Thoroughly experienced man to install and operate engraving-plant to run in connection with our printing-plant; will furnish money for sole ownership or part, as desired; splendid opening for energetic man; town 120,000, Middle North. L 635.

Foremen, Managers and Superintendents.

COMPOSING-ROOM FOREMAN — Competent to handle best grade of work; excellent position in an up-to-date plant; open shop. CADILLAC PRINTING CO., Detroit, Mich.

WANTED — Assistant foreman; one who understands colorwork; state experience, giving references and wages expected; union; must be a hustler. Apply by letter only. JOHN WILLIAMS, 92 William st., New York city.

WANTED — Foreman for open-shop composing-room running three linotype machines and 15 to 20 people; modern, up-to-date equipment; applicants must be orderly and systematic, able to lay out all classes of fine catalogue work, tariffs, railroad and general book and job composition. Apply, with references, to L 488.

WANTED — Mechanical superintendent under 35 for progressive printing-plant, located Michigan, making specialty of catalogue and commercial work; must have practical knowledge of machinery, proofreading, laying out work, handling men, estimating and meeting customers. L 997.

Operators and Machinists.

WANTED — An absolutely first-class linotype machinist for plant of five machines, on jobwork; none but the very best need apply; wages no object if the "goods" are delivered; union shop. P. O. BOX 483, Houston Toy.

AN EXPERIENCED and efficient nonunion pressman, familiar with web-feed, bed and platen and rotary presses for sales-book and ticket printing, to go far West; wages satisfactory; testimonials required; write fully. Address L 4.

PRESSMAN — Thoroughly familiar with Harris automatic 2-color presses; steady position in open shop; state experience. Address THE CIRCULAR ADVERTISING CO., 220 E. Fourth st., Cincinnati, Ohio.

WANTED — On Pacific coast, pressman to run Kidder two-color rotary wrapping paper press. GIBBS-BROWER CO., 261 Broadway, New York city.

WANTED — By printing company located in the Central States, an experienced salesman; references as to habits and ability required; every opportunity to a good man. In answering, please state salary desired. L 518.

WANTED — Salesman who visits the printing trade to sell paper-cutting knives. Liberal salary. L 8.

WANTED — Young, unincumbered solicitor; on commission for printing occasional inside work for which salary will be paid; an active, hustling, fairly competent printer (Freemason preferred), and thoroughly honorable, may have excellent future; location—a Pacific coast city. Write BATES, care Barnhart Bros. & Spindler, Typefounders, Chicago, Ill.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want— No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" 3t., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, §4.

A LINOTYPE SCHOOL AT HOME — The Eclipse keyboard, complete, at \$4, includes best Linotype keyboard course on market; starts the beginner on right path; will make a "swift" out of the operator who lacks speed; either standard or two-letter arrangement; circular on request. ECLIPSE KEYBOARD COMPANY, 117 South Bonner st., Dayton, Ohio. Following agencies: Empire Linotype School, 419 First av., New York city; A. E. Moissan, Box 1118, Winnipeg, Man., Canada.

N. E. LINOTYPE SCHOOL, 7 Dix place, Boston, Mass. Four-machine plant, run solely as school; liberal hours, thorough instruction; our graduates succeed. Write for particulars before deciding.

MISCELLANEOUS.

BIND BOOKS AT HOME — Educate your hand in a fascinating, profitable employment. Outfit, including tools, materials and instructions by experienced workmen, \$4.65. Order by mail. Write for suggestions about Upholstery and Art Leathers, Hand-made and Veneer Papers, Outfits for Brass, Copper and Woodwork, Etching, Glove-fastener Outfits, Artists' Supplies, Craft Tools, etc., agent Scott Sanitary Paper Towels. CRAFT MATERIALS GUILD, Office, 119-121 La Salle st., Suite 500s, Chicago.

MAKE CUTS ON CONGER ENGRAVING PLATES—"It's a cinch," because we do the difficult part in preparing the plates; guaranteed quickest, cheapest. Ask Booklet E. UTILITY MFG. CO., Linneus, Mo.

SITUATIONS WANTED.

Bookbinders.

BINDERY FOREMAN — Thoroughly competent in all departments, blank books, magazine or edition bindings, well accustomed to handling help; an personally first-class forwarder and finisher, can estimate on large or small quantities of bindings — state, county or commercial, and keep cost within contract price. L 972.

POSITION WANTED — Forwarder, ruler and finisher, thoroughly competent in each branch; doing strictly first-class work; capable of taking tharge of bindery; married, age 40, sober at all times; Middle or West ern States preferred. L 967.

ALL-AROUND PHOTOENGRAVER would take charge of small plant, news-paper preferred; references; sober, capable, permanent, union. L 966.

LISTEN! — Half-tone operator seeks position with firm doing considerable three-color work; my method is money-maker and time-saver; open October 15. L 18.

SITUATION WANTED — Engraver and die-sinker, experienced in every line of the business, wishes a good steady position. L 995.

Foremen, Managers and Superintendents.

FOREMAN OR SUPERINTENDENT — A competent foreman of composingroom, at present employed in that capacity in a Middle West city,
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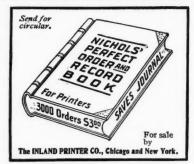
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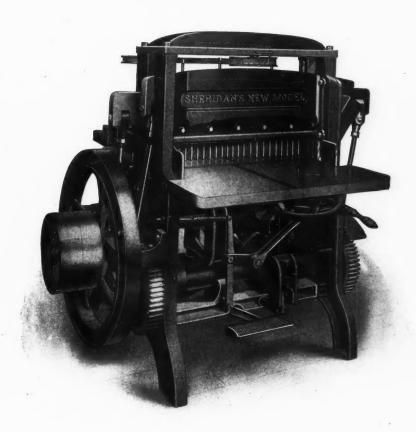
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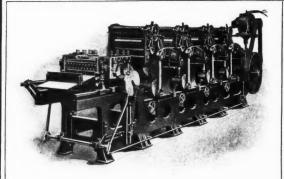
THE VACUO-BELLOWS TYPE-CASE CLEANER cleans your type cases without removing from racks or cabinets. Cleans quickly and removes dust without a particle arising in the air to endanger your health,

It is the acme of sanitary dust-removing devices, is simple in construction, easy to operate on type case or drawer; has no parts to break, and should not be confused with the complicated vacuum cleaners.

Printers' supply houses who have handled our Vacuo Bellows pronounce it the most perfect and indispensable type-case cleaner ever offered.



FEENY-NOSSETT MFG. CO., Muncie, Ind.



SHIPPING TAGS
FOLDING BOXES
TRADING STAMPS
THEATER TICKETS
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SAMPLE BOOKS

ETC.

All of these classes of printing can be done at large profit on the

CASIMIR PRINTING PRESS

A few of the many advantages of the CASIMIR Printing Press are: PERFECT DISTRIBUTION OF INK, flat plates or type (not curved plates).

PERFECT REGISTER up to 8,000 impressions per hour.

BUILT ON THE UNIT SYSTEM, making possible the addition of extra sections or attachments at any time.

Adaptable to most any class of work; built in three sizes, 7 x 14, 9 x 18, 12 x 21, to fit all requirements; rigid and substantial construction; insures an unyielding impression and long life. Send to-day for catalogue and further details.

CASIMIR VON PHILP COMPANY, BETHLEHEM, PA., Manufacturers.

Sole Selling Agents West of and Including Cincinnati:

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Pilloried -But You Don't Need to Stay So

BOWING under
the yoke of antiquated
handsaw methods of cutting and
trimming ought to be about played out in
your shop. It is as useless as it is expensive,
for you to continue the time-wasting ways of securing justification with plugs, wedges and cardboards.

The Miller Saw-Trimmer

reduces every component of your forms to positive point measure so that the craziest cuts and crookedest slugs lock up square to type in perfect justification. The Miller saws-and-trims at the same operation, handling metal or wood mounted cuts, slugs, brass rule and furniture with equal facility, and bringing them to absolute point measure in every dimension. No other machine or set of machines can approach its range of accomplishments, speed or accuracy.

The Main Thing Is to Let Our Thirty Day Free Test Assure You Of Its

Patented April 9th, 1901, and May 18th, 1909. Other patents

1901, and May 16th, 1909. Other patents pending.

The Miller Saw-Trimmers are fully covered by U. S. and foreign patents and pending applications, controlled exclusively by the Miller Saw-Trimmer Co., who will vigorously protect its rights therein.

IT'S high Earning Power time for you to begin cashing in on

time for you to begin cashing in on its economies. Surely you will venture a two cent stamp against our open offer to send you a Miller on thirty days' trial, allowing it to stand or fall on the showing it makes in your shop, under your conditions. There is neither risk nor obligation to you—all gain and naught to lose.

Miller Saw-Trimmer Co., Alma, Mich.

Just Removed from Milwaukee



LABOR-SAVING

Kidder Machinery

MONEY-MAKING

SHIPPING RECEIPTS?

What does the inquiry "Please quote on Five Million Shipping Receipts" or "Bill of Lading Forms" mean when you receive one in the morning's mail? A big job, a long run, wanted in a hurry, and from one of your best customers. You say, "Up against it!" Why? Have not got the facilities to handle such work and can not do it cheap enough; again, you could not think of tying up the cylinder presses on such work. "Sorry," you say, "Have to let the job go." The next time such an inquiry reaches you, don't let it go by. Write us, we will show you how to do it profitably and quickly.

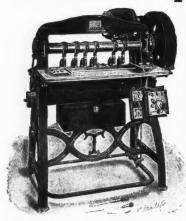
Kidder Press Co. Main Office Dover, N.H.

CANADA: THE J. L. MORRISON CO. TORONTO NEW YORK OFFICE: 261 BROADWAY

GIBBS-BROWER CO., Agents

GREAT BRITAIN: JOHN HADDON & CO. LONDON

To think of punches is to think of



Style D - with direct-connected motor.

Punch, with stripper and die. nnected motor.

THE SAM'L C. TATUM CO.

The standard line. Interchangeable punches, dies and strippers. Can be used

on any of our machines. Twenty stock dies as shown at top and bottom of this advertisement. WRITE FOR CATALOG.

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If you appreciate Quality

— and want to give your customers a square deal, then our line of high-grade catalogue, booklet or directory covers will interest you, and a sample line sent you upon request will prove this statement.



Cordova Super Cover

stock carries a distinctiveness not found in any other, in point of quality, line of colors, weights, sizes, etc., at the right price.

Detroit Sulphite Pulp & Paper Co.

Makers of Papers of Strength

DETROIT MICHIGAN



It's a Safe Investment

when you install a motor that by test stands at the top of the list in all requirements.

The most successful printing-offices—the ones making the most money—have installed the Peerless System of Individual Motor Drive; their cost systems have shown that good work and good profits both demand it.

On ANY POWER PROBLEM write

THE PEERLESS ELECTRIC CO.

Factory and General Office, WARREN, OHIO

CHICAGO, 46 Van Buren St.

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The "Boston" Wire Stitcher is

the only Wire Stitcher making <u>all</u> adjustments by turning one hand-wheel

For Proofs of above, write American Type Founders Company, General Selling Agen



Kimble

Give any speed desired

Equip Your Entire Printing Establishment With

Friction Drive Printing Press Motors, Single Phase, Sizes, ¼, 1/3, 1/2 H. P.

Belt Drive Printing Press Motors, Single Phase, Sizes, 34, 1, 1½ H. P.

These Motors are reversible and have variable speed con-

trolled entirely by the foot pedal. Write for bulletin and prices on Kimble Polyphase Constant and Variable Speed Motors, sizes, ¼ to 7½ H. P.

Suitable for Cylinder Presses, Cutters, Folders, Linotype Machines, etc.

Send for Catalogue P and tell us the make and sizes of your presses and get our prices.

KIMBLE ELECTRIC COMPANY

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COVER AND BOOK PAPERS

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Headquarters for Photo-Engravers' Supplies

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We make a specialty of installing complete outfits. Estimates and specifications furnished on request. Send for Catalogue.

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A PRINTING BUSINESS

BY H. H. STALKER

N plain, simple, forceful English. Of value not only for what it says, but because of what it will develop in your thinkery—the ideas it will suggest—the stimulus and inspiration it will afford. No one can read it without thinking hard—without loving his business better-conducting it bettergaining a clearer conception of the

essentials of success. Contains several pages of ads. for printers, text and illustrations. Worth \$10 to any printer—the price is \$1, postpaid.

SEND FOR THIS BOOK TO-DAY. FOR SALE ONLY BY

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Dr. Albert's Patented Lead Moulding Process

is the one perfect and satisfactory method of **ELECTROTYPING**

especially adapted to half-tone and high-grade colorwork, and can be safely relied upon to reproduce the original without loss in sharpness and detail.

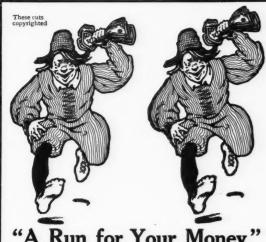
We call for your work and execute it with the greatest care, and deliveries are made promptly.

> Telephone Harrison 765, or call and examine specimens of our work.

NATIONAL ELECTROTYPE COMP'Y

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A Run for Your Money

Get out your business stationery now and write:

"HERRICK,—Here's a quarter for the 4 HERRICK CUT BOOKS showing 400 good one and two color cuts for my blotters, folders, mailing cards, etc. If I don't like the books you're to send back my quarter."

ISN'T THAT FAIR?

Then send on your 25 cents. We agree to the above.

THE HERRICK PRESS

DESIGNERS and ENGRAVERS

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KNOW THE EXACT OUTPUT OF YOUR PRESSES

Know the exact number of revolutions of the press that produces your earnings.

There's a tremendous leakage of profits where guess-work is relied upon; then again, your customers are bound to detect the short count.

Know the output of each press through the use of an accurate counting machine easily and quickly attached to job or cylinder press.

The Redington Counting Machine

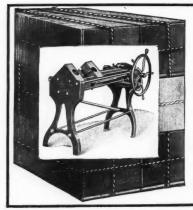
takes the lead, as it can be run at any speed without jumping or losing count. All parts are made from sheet steel, formed by dies, and are therefore interchangeable. All working parts are enclosed and protected, yet easily accessible if occasion demands.

For sale by principal printers' supply dealers, or write direct for booklet. Price, \$5.00 in U. S. A.

F. B. REDINGTON CO.

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As to the value of other things, most men differ. Concerning the

Anderson Bundling Press

all have the same opinion.

The high pressure produced and the ease of obtaining it, is ONE reason why so many ANDERSON BUNDLING PRESSES are used. Many binderies have from two to twelve.

= Write for List of Users in your locality =

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Cartoonists

are missing opportunities every day by not using the

Norwich Film

It has a transparent drawing surface and provides the easiest way of making newspaper cuts ever known.

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Norwich, Conn., U.S. A.

LEFRANC & CIE, London and Paris

Really Cheap Ink

Is only the ink that gives perfect satisfaction. Ink that satisfies the artistic mind and saves its own cost by its perfect working qualities is the cheapest ink regardless of its price per pound.

The beautiful catalogue of B. Altmann & Co., the leading New York Fifth Avenue Dry Goods House, was printed on D & C highly glazed enamel paper without slip-sheeting with

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THE RESULTS

Perfect Printing :: Perfect Halftones :: Perfect Solids
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The Ink Not Needing Slip-sheeting SAVED ITS OWN COST

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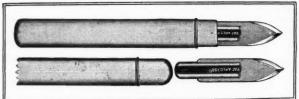
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Pressmen!

Here is the Overlay Knife you have been waiting for.

A handle with a reversible blade-holder. When not in use, blade is slipped into the handle. Can be carried in the vest pocket. Blades finely tempered. When worn down, throw away and insert a new one.

Price, postpaid, with one extra blade, only 35 cents; extra blades, postpaid, 5 cents.

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Wetter Numbering Machines

Standard of the World for Twenty-five Years

You can not judge them by anything that pretends to be a substitute.

The WETTER name assures you the best that can be procured—machines that will stand up to the exacting conditions under which Numbering Machines are used.

Prices are right.

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MODEL 130

Nº 12345

Special Machines designed for Rotary Presses, or Special Work of any kind. Our prices are right

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ALL TYPE FOUNDERS AND DEALERS

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Jaenecke's Reliable Printing Inks

Get ready for a big FALL BUSINESS. JAENECKE'S INKS solve ink troubles.

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WE SAVE 20% On all your LINEN, BOND and LEDGER ENVELOPES

Bondology

Let's do a little headwork. That's the way to make money. Say, for example, you have an order that calls for a Bond, Linen or Ledger Paper costing you 10 cents a pound. How much do you pay for the Envelopes supposed to match that paper?

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How many times have you turned down good orders for odd sizes of Envelopes because they were not carried in stock by the jobber and your customer could not wait for you to get them made through the regular channels?

We are prepared to take care of this class of business, and can make shipments so promptly that you will be well pleased.

Talk Something NEW

By so doing your customers will "sit up and take more notice."

Our 7½ two-fold envelope is new and commands a higher price than the ordinary envelope. By our plan you can buy this envelope at a lower price than the ordinary envelopeand still get a higher price for your product.

Ask Us for Samples

This is no

We are independent of any combination, and are not identified with any

Joke or Hot Air

Jobber

This is what your Envelopes will cost according to our plan, and you will be assured a perfect match, as Envelopes and Stationery will be cut from identically the same paper. In fact, you can print Envelopes and Stationery at one impression, thus securing a perfect match in ink and presswork as well as in paper, at the same time reducing the cost of your presswork. Cut off the envelope portion of the sheet and send to us and we will make up into our famous "Sure Stick" Envelopes. You know what it means to have Envelopes made from Bond, Linen and Ledger Papers stick every time.

Now about the Saving in the Price:

Say, for example, you have an order for 10,000 XXX 63/4 Envelopes. We get eleven 63/4 Envelopes out of a sheet 22 x 34.. For the 10,000 Envelopes it will take 915 sheets of 22 x 34 — 40 paper. These 915 sheets, at 10 cents a pound, will cost you \$7.32, or about 74 cents per thousand.

Reference to our Catalog will show you our price for making to be Forty Cents (40c.) a Thousand in 10,000 lots for Sure Stick, perfectly made Envelopes, and by our plan you are assured a perfect match in stock, ink and presswork. Now do a little figuring in your own interest -

Cost of Stock to you, per 1,00074 Cost of Making Total Cost \$1.14

Compare this with prices you have been paying and then send your orders to The Factory that Protects the Local Printer.

These same conditions apply in case you desire to purchase any grade of paper from the mill or jobber, and send to us to be made up into our famous "Sure Stick" Envelopes, except that the price for making from unprinted stock is 5 cents per thousand less, making the net cost to you on the 10-cent grade for envelopes made from unprinted stock, \$1.09 per thousand.

An equal saving is made on the cheaper grades of paper, while a greater saving is made on the larger sizes as well as the higher grades of paper. A still further saving is made in larger quantities.

No matter what your Envelope problems are, let us help you in solving them



GET ON THE INSIDE

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We occupy this entire building WESTERN STATES ENVELOPE CO., 311-313 East Water St., MILWAUKEE, WIS.

Quality Assortment Service

are the Three-horse team that have drawn Danish Bond close to the hearts of the American Public



(The strongest bond on the market at the price)

(Hundreds of cases ready to go forward on a moment's notice)

The Best Paper The Best Assortment

(One hundred sixty-eight differ-) ent sizes, weights and colors

The Best Service At a Moderate Price

(Write to the nearest dealer) below for quotations

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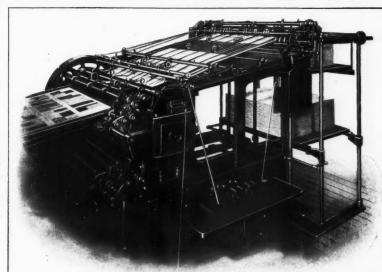
O. W. Bradley Paper Co., St. Louis, Mo. R. M. Myers Co., Rochester, N. Y. Pacific Paper Co., Portland, Ore. Crescent Paper Co., Indianapolis, Ind. Blake, Moffitt & Towne, Los Angeles and San Francisco, Cal. Louisville Paper Co., Louisville, Ky.

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With

Continuous Pile Elevator

The actual trial under your own conditions and in your own plant is the only fair test, and we solicit your valued consideration and investigation.



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CUMMINGS MACHINE COMPANY **NEW YORK** 238 William Street



STEEL THROUGHOUT

Model 31-6 wheels, \$6.00

LATEST and BEST

EVERY MACHINE THOROUGHLY TESTED IN A PRINTING-PRESS AND GUARANTEED ACCURATE

STEEL CASE STEEL

WHEELS

Improved Construction

NEW DESIGN

American Numbering Machine Co. 160 Washington Street Chicago, Ill. 291-295 Essex Street

OR THROUGH DEALERS

Special machines of every description made to order

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No Screws or Staples STEEL THROUGHOUT

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"They Are Going Some"

Eight hundred and sixty-nine Wing-Horton Mailers were sold in 1909. They were all sold subject to approval, and not a Mailer was returned. If you are not using a Wing-Horton Mailer, perhaps your Mailing Department is not working to its best possible economy.

Full particulars supplied on request.

CHAUNCEY WING, Manufacturer . . Greenfield, Mass

CROWN BOND

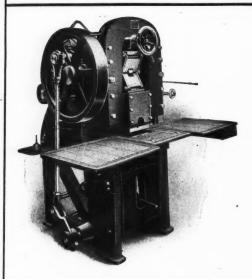
"COCKLE FINISH"

"LITHO. PLATE FINISH"

Profit papers of superior quality. Moderate price. Will be pleased to mail SAMPLES.

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The Carver Automatic Die Press



S unexcelled for quantity or quality of production, economy of operation, adaptability for variety of work, and longevity of service. Will stamp in the center of 18 x 20 inch sheet. A hair-line register is guaranteed. From 30 to 60 lbs. wiping paper practical for such purpose is used. The simplicity of our ink mixing and grinding fountain makes it the easiest and quickest for cleaning and changing colors. The rollers run at different speeds, giving a grinding or scraping action.

NOTICE.—This feature is protected by patents.

We make the following sizes: $4\frac{1}{2} \times 9$, $3\frac{1}{2} \times 8$, $2\frac{1}{2} \times 8$, $2\frac{1}{2} \times 4$ inches.

Carver Company

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Inland Printer Technical School

MACHINE COMPOSITION DEPARTMENT

No educational feature in connection with the printing trades has surpassed the success which has attended this venture. More than 1,100 graduates.

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and so thoroughly that many experienced operators have taken the course after working with graduates.

The compositor who wants to look in at the money-making end of his trade should send postal for booklet "MACHINE COMPOSITION" and learn all about the course and what students say of it. Manipulation of THE JUNIOR LINOTYPE and THOMPSON TYPECASTER taught without extra charge.

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The United Typothetae of America

ORGANIZED IN 1887

It is educating the printers of the country in cost of production—how to sell with profit—to improve the conditions of the trade.

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It furnishes fire insurance at a saving of 25% in premiums.

Its present membership represents an investment in tools and machinery of over one hundred million dollars and an annual output of one hundred and twenty-five millions.

It has members in most of the States and cities of the Union.

Union and non-union offices alike comprise its membership.

It is the only national organization of printers in the United States and Canada.

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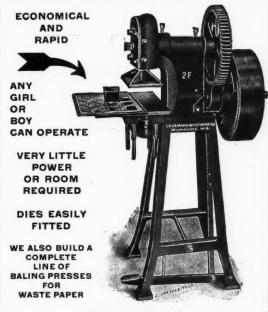
In its work of education and up-lift to the trade it invites every employing printer to join with it.

Your membership is solicited because it will be profitable and useful to you as well as add its value to the present large and growing membership.

For further particulars, address the Secretary,

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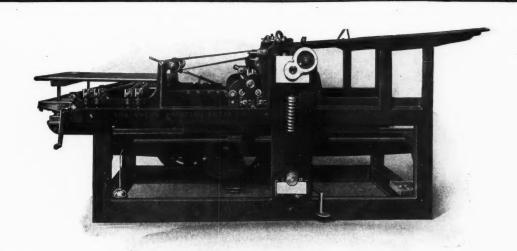
BEST INVENTIONS

for printers' use made in many years.

Write for particulars.

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THE SWINK TWO-REVOLUTION PRINTING PRESS

"THE SWINK" is undoubtedly the best Press on the market, considering DURABILITY, SIMPLICITY, SPEED AND PRICE. Built in one size, two-roller. Bed, 27 x 40. Has sharp impression and will print process colorwork perfectly.

Will gladly give detailed information upon request.

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POOR REGISTER-SPOILED WORK-

Do You Know How Much It Costs You?

It's wonderful what accuracy this little low-priced device gives. It's quickly applied—a little practice enables one to apply it in a minute. And it stays, all parts fixed, yet is adjustable in getting colors in. On any job press at sight.

A money order covering price will bring these Gauges promptly by mail. Such orders will not be referred back. Est. 40 years.

E. L. MEGILL, Inventor and Manufacturer
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MEGILL'S DOUBLE-GRIP GAUGE.

Strongest gauge in the world. No pin-points, no gluing, no patching. Holds for any weight stock and adjustable by easing nuts. Fastens through a vertical slit quickly cut in top sheet. Saves tympan. \$1.25 set of three, including key and extra tongues.



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SPRING TONGUE GAUGE PIN.

Real thing in a GAUGE PIN. Very handy. \$1.20 per doz., 40c. set of three, including extra tongues.

"Imitation is the Sincerest Flattery"

FOR OVER TWENTY-FIVE YEARS OUR

\$1.00 Insurance Policy Ink

Has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the Finest Grade of Job Ink on the market.

On receipt of one dollar we will forward by express prepaid one pound to any part of the United States or Canada.

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Balance Feature Platen Dwell Clutch Drive Motor Attachment

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Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

Boston Printing Press & Machinery Co.

OFFICE AND FACTORY
EAST BRIDGEWATER, MASS.





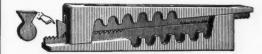
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MAILER

Combines the three great essentials to the publisher: SPEED—SIMPLICITY— DURABILITY. ¶ Experts address with our machines 8,556 papers in one hour.

¶ SO SIMPLE a month's practice will enable ANY operator to address 3,000 an hour. ¶ Manufactured in inch and half inch sizes from two to five inches.

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Patented and made by one of the trade. It speaks for itself.



The MOST EFFECTIVE QUOIN MADE

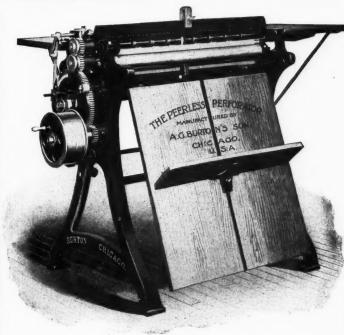
Before you purchase any other try this. In it you have a positive lock when wanted. Save time, presses and material. The locking device can not work out. Both quoins alike. Try it.

Net Price to Printers, small size \$1.50 per dozen, large size \$2.00. Sample, 25 cents

Address P. O. Box 1475

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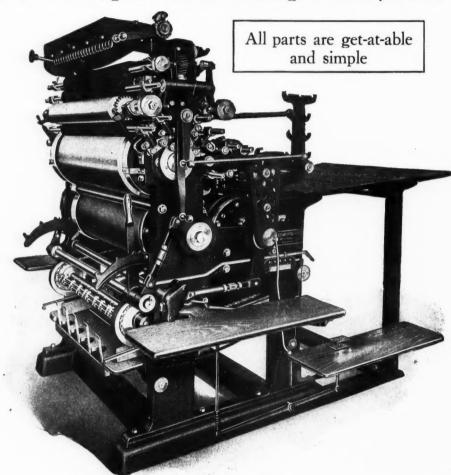
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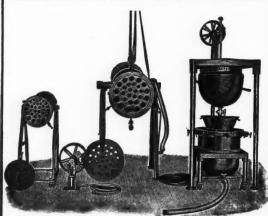
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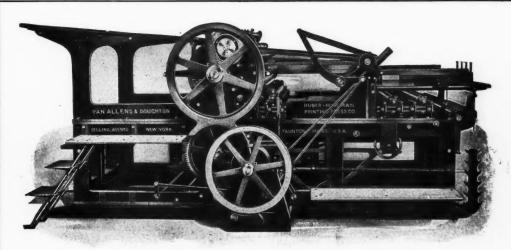
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PRINT-SIDE-UP DELIVERY IN OPERATION

With every detail as near perfect as is possible to be made, The Huber-Hodgman Printing Press asks for an opportunity to consult with you before you make your purchase. This machine has the simplest print-side-up delivery; made in combination with the fly, can be changed from one to the other in a half minute and will deliver any kind of stock. With our excellent facilities for press building we are turning out the best built and most durable machines to-day offered the trade. We call your especial attention to our Four-Roller Pony de Luxe. This machine is suitable for any class of work that can be done on any printing press. The speed is all that can be utilized; it is noiseless; has neither shoes nor rock hangers; has fly and print-side-up delivery and is commended by every user.

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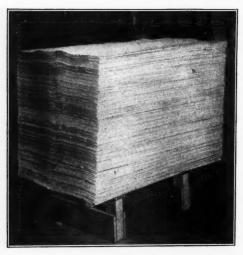
The Miller Incline Truck

Brings the Long Needed Relief and Solves the Print-shop Troubles

The Miller Incline Truck, here illustrated, shows its simple operation in transferring paper from one department to another, quickly, cleanly, and without disturbing the sheets. Each truck is built to handle easily a full 5000 pounds, and the wheels — all ball-bearing. Note each illustration, study the great convenience, and then write us for full particulars and prices.



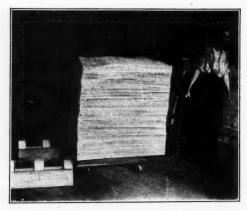
This is the truck that "takes the place of fifty trucks."



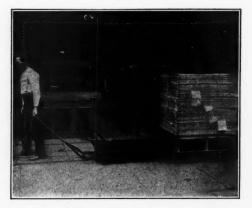
This pile of sheets weighed just 3,250 pounds. Note transfer from wareroom to a press—quickly. Sheets do not rest on floor, but on platform, which in turn rests on skids.



Truck lowered, shoved under platform, crank given a few turns, top part of truck is elevated by inclined plane device—raising pile and platform clear of skids, sheets remain in order.



At destination another pair of skids stands ready. A twist of crank to left, the sheets and platform deposited safely.

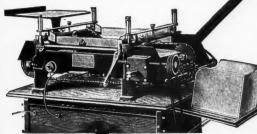


Truck, after releasing its load, now on its way for another. One truck will equip a plant, because every platform is a truck

THE MILLER TRUCK

513 CHERRY STREET PHILADELPHIA

No. 5 Power-driven Printograph



Get a Corner
On the Form Letter Profits
In Your Town

You can get all the big form letter jobs in your town with a Printograph, because you can do them quickest, cheapest, at a bigger profit, and outclass all in the *quality* of work.

We'll Show You How to Get and Do the Work

We'll give you a sure-as-sin scheme for getting and doing the business that will make form letter work the biggest part of your business; that will be the *direct source* of other printing jobs—catalogs, circulars, pamphlets, stationery, etc. For the man who gets form letters needs these things, too.

Printograph letters will introduce you to the big printing buyer, and the quality of the work will get him coming to you by habit for other jobs.

The PRINTOGRAPH

ONLY MULTIPLE TYPEWRITER

-Just one-in any unused corner of your office-worked by a boy-costing nearly nothing to run-will yield you \$40 to \$80 Daily

Two Printographs will double it — and a Printograph in every corner and every vacant spot will put your presses out of business—leave them behind in the profit pace—out of the way for more Printographs!

On No. 5

Stand

Many big printing shops that started with one Printograph on the side have progressed to the point of putting everything but the Printograph aside—because they could make more money than with cylinder and Gordon presses.

Your Office Boy Can Run It

An office boy on \$4 a week can work the Printograph perfectly — 32 c. p. runs it.

Contrast that with the big expenses of running a press and composing department—the high wages to expert workmen and the exorbitant cost of power—then figure that the Printograph produces from 2,000 to 4,000 letters an hour, 20,000 to 40,000 a day, at \$2 a thousand, and you'll see what a mighty big money-maker this little machine will prove if only in utilizing waste space.

You Can Earn \$600 to \$800 a Day

The Printograph is little bigger than a typewriter. In a medium-sized office you could get 15 or 20 machines. Multiply these by \$40 a day, the minimum production of one Printograph, and you get the total income of \$600 or \$800 a day!

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These prime essentials of perfect imitation typewritten letters, possessed by no other multiple machine, are identical in both typewriter and Printograph:

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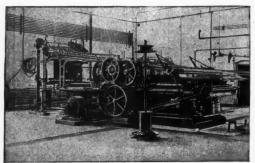
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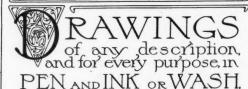
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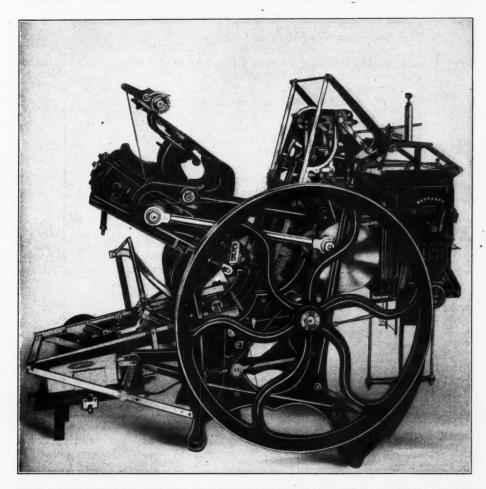
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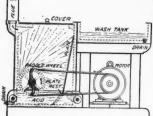
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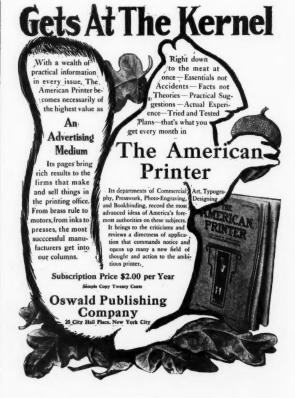
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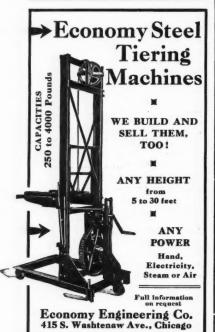
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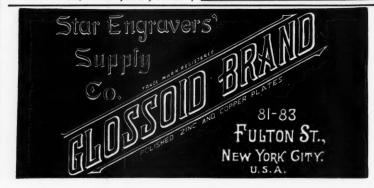
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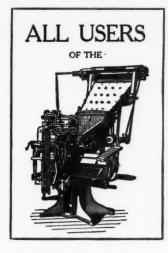
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BUENOS AIRES—Hoffmann & Stocker RIO JANEIRO—Emile Lambert HAVANA—Francisco Arredondo TOKIO—Teijiro Kurosawa

Success Depends

NOT upon what you HAVE done
Nor on what you want to do
But on what you CAN do
And what you WILL do.

WITH ULLMAN'S INKS
You CAN do better work
If you WANT to.

Ask us how.

Sigmund Ullman Co.

NEW YORK CHICAGO PHILADELPHIA CINCINNATI



This Advertisement Clearly Defines Our Co-operative, Protective Attitude Toward the Printer. Read It Carefully Because It May Open New Avenues of Profit to You

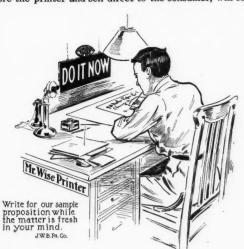
We will take advantage of this opportunity to thank those of our printer friends who are responsible for the rapid growth of our Stationery Department. It has been very gratifying to us especially because it has proven, in a practical way, that printers appreciate our steadfast policy of cooperation and protection.

There is Profit in Selling Butler's Calendars

Millions of Calendars are sold annually. They enjoy the greatest popularity of any advertising medium. Great numbers of them are sold to your customers. Are you getting the business? It rightfully belongs to you and can

be secured with samples of our splendid line and /
the proper effort on your part. If you delay, some
outside canvasser, representing one of the many firms who
ignore the printer and sell direct to the consumer, will come

Snatching profitable orders from under the printers very



in and snatch this profitable business from under your very eyes. The result: A large amount of money will pass out of your legitimate territory when it should go into your pocket.

Butler's Advertising Calendars

Our line is sold through the printing and stationery trades exclusively. We want you to send for our samples for 1912, and therewith secure a profitable business from your city and vicinity. The line will be complete and ready by December 15th, and accept our hint that it will be a "winner"—better than we have

know the terrific pace we have set. This Calendar Subject

ever put out-and those who have

been getting our samples regularly

It is one of mutual interest. We must work together to secure the

best results. We protect you by keeping samples out of the hands of those not entitled

to them. We are equipped to do punching, tinning, and attaching of

the pads, and in fact can do all of the work except the printing. Order your samples now and prepare to round up every order in your territory.

In the foregoing we have endeavored to outline our selling policy which merits the hearty indorsement and support of every printer and stationer. We urge that you make immediate inquiry about our Sample Proposition.



Leading items carried in Stationery Department and latest Sample Books issued:

Folders — Books 50 and 51 Cords and Pencils — Book 27 Wedding Stock — Book 49 Visiting Cards — Book 47 Mourning Stock — Book 56 Announcement Stock — Books 52, 53 and 54 Correspondence Stock — Book 57 Advertising and Gift Calendars Menus — Book 48

Also a complete line of such miscellaneous goods as Post Cards and Post Card Albums and Holiday Specialties, etc.

A comprehensive catalog covering above lines mailed free. Write for it and ask about our Sample Books

Address, Stationery Department

J. W. Butler Paper Company Estab. 1844 Chicago

Our Newly Created Art Cover Papers

are of vital importance to the Progressive Printer, or Builder of Catalogs, Booklets, etc. Our line offers distinctive Cover Paper Suggestions for any highclass use.

Knowlton Brothers

have been making paper since 1808—over a century at knowing how—and their Trade-Mark is an evidence of the newest, the best, and better still, a guarantee of quality.

THE



MARK

Our most unusual cover effects stocked by the following houses:

Our most	-		-	-		-	0.01 011000
Lasher & Lathrop							New York, N.Y.
Riegel & Co., Inc.							Philadelphia, Pa.
A. Storrs & Bemer	t C	20.					. Boston, Mass.
R. L. Greene Paper	C	0.					Providence, R. I.
F. N. McDonald &	C	0.					. Baltimore, Md.
Hudson Valley Pap	er (Co.					. Albany, N. Y.
Alling & Cory Co.							Rochester, N. Y.
Alling & Cory Co.							. Buffalo, N. Y.
Alling & Cory Co.							. Pittsburg, Pa.
J. & F. B. Garrett							. Syracuse, N. Y.
Megargee Brothers							Scranton, Pa.
Donaldson Paper Co							. Harrisburg, Pa.
R. P. Andrews Par							
Richmond Paper M	fg.	C	э.				. Richmond, Va.
Union Paper & Tw							
Beecher, Peck & Le							
Whitaker Paper Co							Cincinnati, Ohio
James White Paper							Chicago, Ill.
Standard Paper Co.							Milwaukee, Wis.
John Leslie Paper C							
A	_	-	-		-		

stocked by the follo	wing nouses:
Graham Paper Co	St. Louis, Mo.
Graham Paper Co	
Graham Paper Co	. New Orleans, La.
Tennessee Paper Co	. Memphis, Tenn.
Carpenter Paper Co	Omaha, Neb.
Carpenter Paper Co	. Des Moines, Iowa
Carpenter Paper Co. of Utah .	Salt Lake City, Utah
Kansas City Paper House	. Kansas City Mo.
Peters Paper Co	Denver, Colo.
West-Cullum Paper Co	Dallas, Tex.
Blake, Moffitt & Towne	. San Francisco, Cal.
Blake, Moffitt & Towne	. Los Angeles, Cal.
Blake, McFall Co	Portland, Ore.
American Paper Co	Seattle, Wash.
Tacoma Paper & Stationery Co.	Tacoma, Wash.
Spokane Paper & Stationery Co.	Spokane, Wash.
Henry Lindenmeyer & Sons	London, Eng.
W. V. Dawson & Co	Montreal, P. Q.
Schmidt & Ziegler	Manila, P. I.

ASK FOR SAMPLES.

KNOWLTON BROTHERS

INCORPORATED

WATERTOWN, N. Y., U. S. A.

We would not continue to spend thousands of dollars to advertise

BROTHER JONATHAN

if the paper did
not possess unusual
merit. Rest
assured of that.

The opportunity to submit samples is all we ask, —that is all we need ask so long as you are a judge of quality and value. Write us. *

DISTRIBUTORS OF

STANDARD PAPER CO., MILWAUKEE, WIS.
INTERSTATE PAPER CO.,
KANSAS CITY, MO.

SOUTHWESTERN PAPER CO., DALLAS, TEX.

SOUTHWESTERN PAPER CO., HOUSTON, TEX.

PACIFIC COAST PAPER CO.,
SAN FRANCISCO, CAL.
SIERRA PAPER CO., . . . Los ANGELES, CAL.

SIERRA PAPER CO., ... LOS ANGELES, CAL.
OAKLAND PAPER CO., ... OAKLAND, CAL,
CENTRAL MICHIGAN PAPER CO.,
GRAND RAPIDS, MICH.

"BUTLER BRANDS"

MUTUAL PAPER CO., SEATTLE, WASH.

AMERICAN TYPE FOUNDERS CO.,

SPOKANE, WASH.

AMERICAN TYPE FOUNDERS CO.,

AMERICAN TYPE FOUNDERS CO.,
VANCOUVER, BRITISH COLUMBIA,
NATIONAL PAPER & TYPE CO. (EXPORT ONLY)
NEW YORK CITY.

NATIONAL PAPER & TYPE CO., CITY OF MEXICO, MEX. NATIONAL PAPER & TYPE CO., CITY OF MONTEREY, MEX.

CITY OF MONTEREY, MEX.

Established 1844

J.W. Butler Paper Company, Chicago



Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

316-318 South Canal Street

PITTSBURG

First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY

ATLANTA

52-54 So. Forsyth Street

INDIANAPOLIS

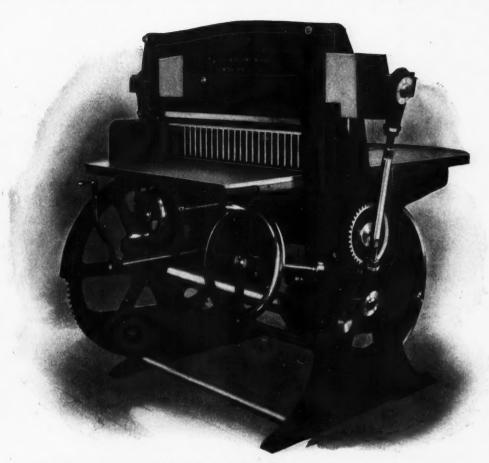
151-153 Kentucky Avenue

DALLAS

MILWAUKEE

MINNEAPOLIS

DES MOINES



THE RELIABLE BROWN & CARVER

Hand-clamp Power Cutter is the standard of the world for accuracy and durability.

This pictures only one of the ninety sizes and styles of cutters that are made at Oswego as a specialty. Each Oswego-made Cutter, from the little 16-inch Oswego Bench Cutter up to the large 7-ton Brown & Carver Automatic Clamp Cutter, has at least three points of excellence on Oswego Cutters only. Ask about the Vertical Stroke Attachments for cutting shapes.

It will give us pleasure to receive your request for our new Book No. 8, containing valuable suggestions derived from over a third of a century's experience making cutting machines exclusively. Won't you give us that pleasure?

OSWEGO MACHINE WORKS

NIEL GRAY, JR., Proprietor

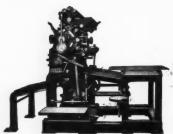
Main Office and Works, OSWEGO, N. Y.

NEW YORK BRANCH, 150 Nassau Street

W. S. TIMMIS, MANAGER

CHICAGO BRANCH, 241 Monadnock Block

J. M. IVES, MANAGER



Rutherford Rotary Metal Decorating Press





LITHOGRAPHIC SUPPLIES AND INKS

Oppset Supplies

PRINTING INKS



BRONZE

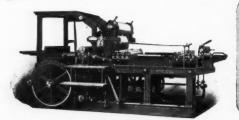
FACTORY RUTHERFORD N. J.

MACHINERY 10 LITHOGRAPHERS 10 PRINTERS

The FUCHS & LANG MFG CO.

PHILADELPHIA

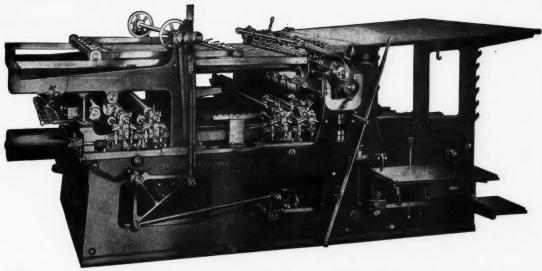
29 WARREN ST. J 328 DEARBORN ST.
NEWYORK CHICAGO



Metal Decorating Press



Art Printing Inks



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT New York Office, 38 Park Row.

John Haddon & Co. Agents, London.

Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183*187 MONROE STREET, CHICAGO Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri: Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast-Pacific Printers Supply Company, Seattle, Wash

The Babcock Optimus The Babcock Optimus

An Optimus cylinder box is attached immovably to the side-frame. It is large, with broad and perfect bearing surfaces. There are outer and inner parts, each a complete box, just a working fit between them. The inner part, eccentric on its inside, holds the large, steel cylinder shaft. A simple camand-lever device oscillates the eccentric box within the other.

That is the Optimus Cylinder Lift. Nothing as simple, as strong, as sure, has ever been used. The up or down of the cylinder depends upon the slight movement of the eccentric, and as the box containing it is a fixed part of the side-frame, the latter directly bears the strain of impression without intervention of springs, toggles, rods, or other weaknesses or elasticities.

When printing the eccentric is on center, therefore no strain whatever on connections, which might be broken away without disturbing either eccentric or impression.

Trip can be operated only when cylinder is off impression; when on its use has no effect, the impression will be perfectly completed.

Cylinder boxes of other two-revolutions are loose in the side-frames, and slide up and down with the cylinder. They cannot use the natural and direct means the side-frames present for securing maximum rigidity and simplicity. Greater impressional strength is secured by firmly holding the cylinder at a given point than is possible by loosely hanging it to play in a couple of forks. A few parts concentrated give more strength and endurance than many scattered.

The compactness and solidity of its eccentric lift adds surprisingly to Optimus rigidity, and makes it stronger under impression than any press the trade has known. This is the point we forcefully emphasize; for almost regardless of other qualities the press with greatest rigidity is the best.

SET IN AUTHORS ROMAN

Toronto Type Foundry Co.

TORONTO, CANADA

THE LARGEST AND BEST EQUIPPED PRINTERS' SUPPLY HOUSE IN CANADA

WE ARE GENERAL AGENTS IN CANADA FOR

- The American Type Founders Company (keep a full stock of American Type Founders Company's Type at all our Branches).
- The Miehle Printing Press & Manufacturing Company.
- The Brown & Carver Paper Cutting Machine Company.
- The Cranston Drum Cylinder Presses.
- The Chandler & Price Company of Cleveland.
- The John Thomson Press Company.
- The Waite Offset Printing Presses.
- The Hamilton Manufacturing Company.
- The Rosback Bookbinders' Machinery.
- The Brehmer Wire Stitchers and Box-Making Machinery.
- The Miller Saw Trimmer Company.
- The Mentges Folding Machine Company.
- The Waite Die Presses.
- The Falcon Printing Presses.
- The Imperial Ruling Machines.
- The Southworth Punching Machines.
- The John Royle & Sons Photo-Engraving Machinery.
- The Shniedewend Photo-Engraving Proof Presses.
- The P. D. Roller Washing Machines.
- The Peerless Gem Cutters.
- The Meisel Printing Press Co., Boston.
- The Wetter Numbering Machine Co., New York.
- M. M. Kelton's Son Plate Press, New York.
- Hoole Paging and Numbering Machines, Brooklyn.

A FULL LINE OF THE ABOVE MACHINERY ALWAYS IN STOCK

We supply Ready Prints and Plate Matter from our Branches in Winnipeg, Regina and Calgary

We are Dealers in all kinds of Boxmakers' Machinery and Bag-printing Presses and Lithographers' Machines and Supplies.

We make a specialty of supplying and rebuilding Secondhand Printing Presses. Our Repair Shops are the largest and best on the Continent.

Send your inquiries and orders to nearest Branch.

Head Office: 70-72 York Street, TORONTO

MONTREAL: 345-347 Craig Street, West REGINA: Dewdney Street WINNIPEG: 175 McDermott Avenue, East CALGARY: Seventh Avenue

We are prepared to execute orders for Export of all kinds of machinery on a buying commission.

TORONTO TYPE FOUNDRY CO.

(LIMITED)

We want a first-class Salesman who thoroughly understands the Bookbinders' and Boxmakers' Machinery.

A Legal Combination

BROWNS

should meet the approval of the ADMINISTRATION

PRINTING TRADE

QUEEN CITY INKS

THE QUEEN CITY PRINTING INK @

CINCINNATI CHICAGO BOSTON PHILADELPHIA KANSAS CITY MINNEAPOLIS





LIGHT PHOTO BROWN, 1156.

The Queen City Printing Ink Co.

Makers of High-Grade ⇒ PRINTING INKS ≈

CINCINNATI • CHICAGO • BOSTON • PHILADELPHIA MINNEAPOLIS • KANSAS CITY, MO.

ALL sizes of matrices from 5 pt. to 11 pt., inclusive,

ALL sizes of bodies from 5 pt. to 14 pt., inclusive,

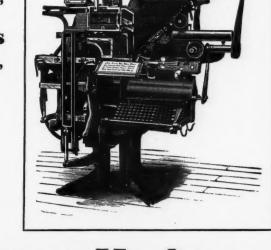
ALL measures from 5 ems Pica to 30 ems Pica, inclusive.

Can be used in the

Two-Letter Rebuilt

Model 1 Linotype Machines

SOLD BY THIS COMPANY



All machines rebuilt and sold by us are guaranteed to do as good and as much work as when new.

New matrices sent with all machines.

We use genuine Linotype parts purchased from the Mergenthaler Linotype Company in rebuilding machines.

All parts used are standard and can be duplicated from the Linotype Company.

Price, including one magazine, one font new 2-letter matrices, one set of spacebands and 2-letter U. A. mold, \$2,000.00.

Machines ready to ship. Write for terms.

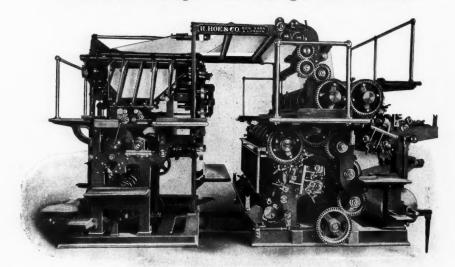
Gutenberg Machine Company 545-547-549 Wabash Ave., CHICAGO, ILL.

The Problem Solved

FOR THE

Small-City Daily Paper

How to print 6, 8, 10, 12, 14 and 16 page Newspapers from One Roll of Paper and a Single Set of Plates



THE "UNIQUE" SINGLE-PLATE SINGLE-ROLL PRESS

All parts of the machine always run at full speed for all products.

The printing portion is exactly similar to that in our best newspaper presses, and has only two pairs of cylinders and two sets of inking rollers, using the regular Semicircular Stereotype Plates. The inking arrangement consists of two form rollers, five distributors, two distributing cylinders and one supply roller, and will produce the best newspaper printing.

When made five pages wide will produce also 18 and 20 page papers from a single set of plates.

We are now making or installing "Unique" Presses for the following newspapers:

Newburyport Herald Batavia News Allentown Welthote and Leader Pontiac Press-Gazette Mount Vernon Argus Oneonta Star Union Hill Dispatch Norwich Record Barre Times Newburgh Journal

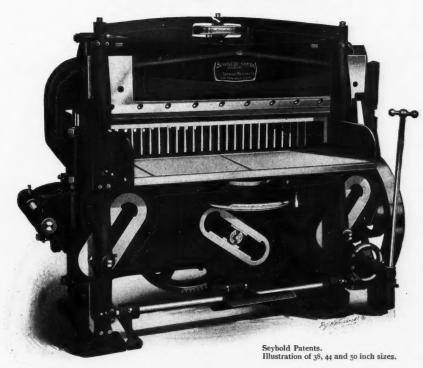
R. HOE & CO.

504-520 Grand Street, NEW YORK

7 Water Street, BOSTON, MASS.

143 Dearborn St., CHICAGO, ILL. 160 St. James St., MONTREAL, CAN.

The Seybold 20th Century Automatic Cutting Machine



The SEYBOLD QUALITY has been excellently maintained in designing our latest in cutting machines—The 20th Century.

Among many original features of construction and equipment we might mention:

A high-speed chain-driven back gauge.

Clamp with power applied at both ends—guaranteeing uniform pressure through its entire surface.

Patented safety-locking device—which, in addition to a very efficient automatic brake, doubly insures the knife remaining up after the clutch has been released, thus minimizing danger of accident to the operator.

Down and shear cutting strains come directly underneath the table at the strongest point of the machine, affording absolute rigidity and avoiding entirely vibration to the knife—resulting in smooth and even cutting.

Please ask for our little booklet "Testimony" and full particulars.

THE SEYBOLD MACHINE CO.

Makers of Highest Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills,
Paper Houses, Paper-Box Makers, etc.

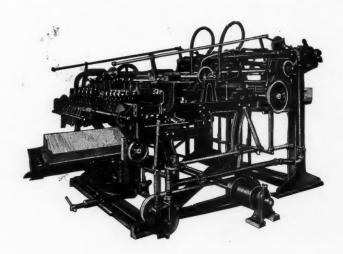
Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary
Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers,
Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing
Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U.S.A.

BRANCHES: New York, 70 Duane Street; Chicago, 310 Dearborn Street.

AGENCIES: J. H. Schkoeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.; Venney Printers Supply Co., 150 S. Ervay St., Dallas, Tex.

THE CHAMBERS Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches

The man who has never used a Drop-Roller Folding Machine may be unable to see much difference between a Chambers and some others. He often does not appreciate the value of these differences. The man in the bindery, however, who runs the machine, who has to get out the work, who makes the changes from one job to another and who is with the machine day to day, year in and year out—HE KNOWS.

His experience places the Chambers at the top on every point of merit.

The new 440 is away beyond any previous production in the Folding Machine line. It sells on merit and on a smaller margin of profit for the builder.

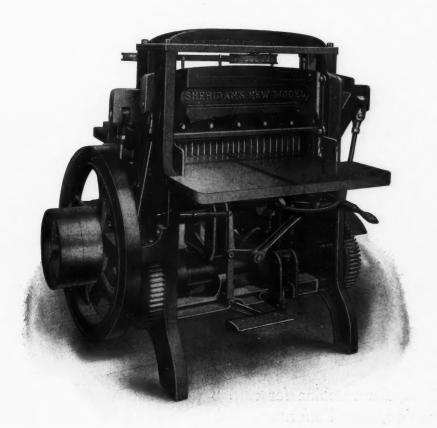
The Price is in the Machine

Chambers Brothers Co.

Fifty-second and Media Sts., Philadelphia, Pa. Chicago Office::: 524 West Jackson Boulevard

Sheridan's New Model

Automatic Clamp—Improved—Up to Date



Write for Particulars, Prices and Terms

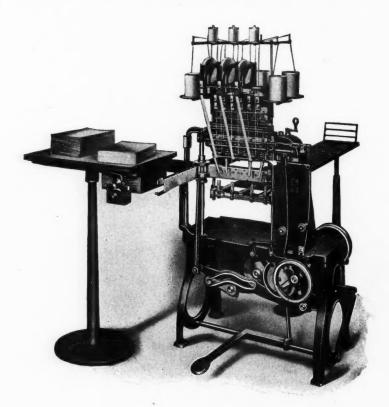
T.W. & C.B. SHERIDAN CO.

Manufacturers of Paper Cutters, Book Trimmers, Die Presses, Embossers, Smashers, Inkers, and a complete line of Printers' and Bookbinders' Machinery

NEW YORK . . . 56 Duane Street CHICAGO . . . 149 Franklin Street LONDON . . 65-69 Mount Pleasant

New Model No. 3 Smyth

Book-Sewing Machine



THE popular machine for edition work, catalogues, school books, pamphlets, etc. Performs several styles of sewing—will braid over tape, sew through tape with or without braiding, or sew without tape or twine. No preparation of the work necessary before sewing.

Its fine construction, interchangeable parts, simplicity and rapid operation, have made it the most popular machine for Bookbinders the world over.

Other sizes to suit every requirement.

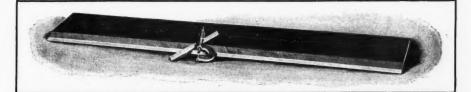
WRITE FOR PARTICULARS

E. C. FULLER COMPANY

FISHER BUILDING, CHICAGO

28 READE STREET, NEW YORK

ESTABLISHED 1830



To the Trade:

Micro-Ground. Com Micro-Ground. Com Micro-Ground. Com Micro-Ground.

We beg to announce a NEW



which we are selling as our "New Process" Knife. We have been supplying this knife in its improved form for over a year to our largest customers with the best results.

It is sold on our regular list at no advance in price. Following our established habit of raising quality to the customer at no extra expense to him.

Same package. Same warrant. Ask us.

LORING COES & CO., Inc.

WORCESTER, MASSACHUSETTS.

Nicro-Ground, was Micro-Ground. was Micro-Ground. was Micro-Ground.

New York Office —W. E. ROBBINS, 21 Murray Street Phone, 6866 Barclay

COES RECORDS

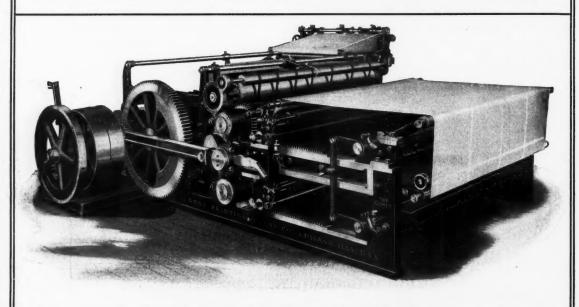
COES is Always Best!

Micro-Ground. Coes "Micro-Ground. Coes" Micro-Ground.

Halley's Comet Has Come and Gone. But the GOSS "COMET" Press Has Come to Stay

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS will Print, Paste and Fold Four, Six or Eight Pages of a Six or Seven Column Standard Size Newspaper



The "Comet" is positively the most economical web perfecting press on the market, equipped with double pinion drive, angle bar and former folder, which is practically tapeless and rotary.

The "Comet" requires but half as many composition rollers and inking fountains, yet insures more ink distribution and better register of print than any other web press of the traveling cylinder class.

All composition rollers are interchangeable, the inking fountains of the thumb-screw pattern, while the web tension is automatically governed.

The "Comet" will take up floor space 12 x 13 feet, stands 4 feet 8 inches high, weight 16,000 pounds, while a 5-horse-power motor will be ample to operate the machine.

The "Comet" will cost no more to operate than a two-revolution or drum cylinder press with folder attached. It will reduce the labor in the pressroom one-half, permit of a greatly increased circulation without increased labor, allow all forms to go to press at one time, make it easy to catch mails and please the advertisers and subscribers by giving the latest news and early delivery.

= For Prices and Terms Write =

THE GOSS PRINTING PRESS COMPANY

New York Office-1 Madison Ave., Metropolitan Life Bldg. London Office-92 Fleet St. - - - - - London, E. C.

16th St. and Ashland Ave., Chicago, Ill.



The A.8-W. SCIENTIFIC BLACK. Sample impression.



Something Interesting To You In Our Next Month's Insert

Watch for It

THE AULT & WIBORG COMPANY

CINCINNATI

New York

CHICAGO

ST. Louis

Buffalo Toronto, Can. PHILADELPHIA
MONTREAL, CAN.

MINNEAPOLIS HAVANA, CUBA SAN FRANCISCO CITY OF MEXICO

BUENOS AIRES, S. A.

PARIS, FRANCE

LONDON, ENGLAND

THE PRESS PAR EXCELLENCE for PRINTERS for taking PERFECT PROOFS of type forms and type forms mixed with cuts.

THE SHNIEDEWEND PRINTERS'
ROOF PRESS produces "QUALITY" PROOF PRESS produces "QUALITY"
PROOFS simply and quickly—proofs that are uniform ALWAYS—proofs that bring back prompter O.K.'s, because the customer readily beholds in the proof the appearance of the completed job.

The new Rack and Pinion Bed Movement is a valuable feature of the Shniedewend Press, The Tympan-on-the-Platen Device is a great time-reducer on any hand press.





HE CUTTER with a positive shear cut, easy action, rigidity, durability, that will last a lifetime, and require few repairs in that time, is the cheapest cutter to buy, and that cutter is the Reliance Lever Paper Cutter. Guaranteed as represented.

Write for Circulars, giving prices and sizes of these machines, direct to the manufacturers

Paul Shniedewend & Co. 627 W. Jackson Blvd., CHICAGO, U. S. A. ALSO

SOLD BY YOUR DEALER

THE "RELIANCE" PHOTO-ENGRAVERS' PROOF PRESS is the most scientific and high-est example of a "PROOF PRESS" made. It, far and above anything else, eliminates to the greatest possible extent underlays, overlays or make-readies and produces perfect proofs of half-tones.

Also sold by Williams-Lloyd Machinery Co., Geo. Russell Reed Co., Toronto Type Foundry Co.



FOR LITHOGRAPHERS AND PRINTERS

GUARANTEED IN EVERY RESPECT

THER specialties manufactured and imported by us:

Reducing Machines,

Stone-grinding Machines,

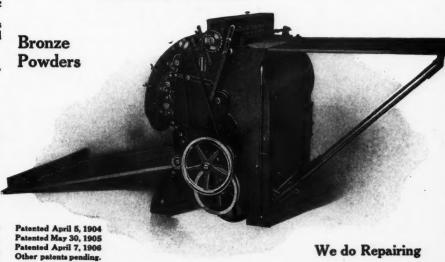
Ruling Machines, Parks' Renowned Litho. Hand Presses

Steel Rules and Straight-edges,

Lithographic Inks,

Lithographic Stones and Supplies.

Sole Agents for the United States and Canada for the genuine Columbia Transfer Papers - none genuine without the water-mark on every sheet.



MANUFACTURED BY

ROBERT MAYER & CO. Factory—Hoboken, N.J. San Francisco Chicago Office—Monon Bidg., 324 Dearborn St. 19 EAST 21ST STREET, NEW YORK

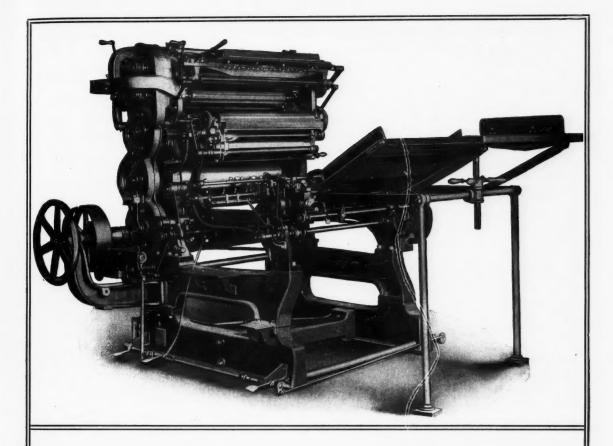
You Can Save \$500

By purchasing a Thompson Type-caster and making your own type. The initial cost of this typecaster is at least five hundred dollars less than any other machine, and it makes more type and better type than any other. It is the only typecaster which can use Linotype matrices to cast type, and has over a thousand fonts of matrices from 5 to 48 point to select from. We will send copies of letters from satisfied users of the Thompson Typecaster and a booklet telling you all about it if you inquire.

Thompson Type Machine Co.

120-130 Sherman Street, Chicago, Ill.

European Agents: The General Composing Company, Berlin and London.



Claimed Speed vs. Guaranteed Speed

There is a vast difference between the speed of an offset press claimed for it by the manufacturer and the guaranteed speed of the Harris Automatic Offset Press guaranteed by the Harris Automatic Press Company.

Other builders of offset presses state that their machines will run from 3,000 to 3,500 per hour. The flat-bed press salesman will tell you his flat-bed press will run at 2,000 per hour. You have had experience enough to know that the actual output from a 2,000 per hour machine is much less than the claimed speed. This same ratio of depreciation will obtain in the figures of 3,000 to 3,500 in offset presses. The Harris Automatic Offset Press is guaranteed at 5,000 per hour.

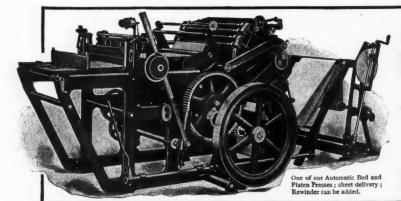
In selling our machine we recommend that purchasers order motors with a speed controller, the minimum speed of which is 3,000 and the maximum 6,000. This means that the slowest speed you can possibly run a Harris Offset Press, is the maximum speed of other offset presses.

Think this over when you get ready to buy an offset press. It will not take you long to figure out that the Harris output will be from two to two and a half times that of any other manufacturer.

THE HARRIS AUTOMATIC PRESS CO.

CHICAGO OFFICE Manhattan Building FACTORY NILES, OHIO

NEW YORK OFFICE 1579 Fulton Hudson Terminal Building



AUTOMATIC PRESSES BED, PLATEN OR ROTARY

for producing finished products in one operation

== WE ALSO MANUFACTURE =

SLITTERS—For All Classes of Roll Products
Toilet Roll Paper Machinery—Hard or Soft Rolls
Special Presses—Designed and Built to Order

MEISEL PRESS & MFG. CO.

CROWN BOND

= IN THE NEW =

"COCKLE FINISH"

"LITHO. PLATE FINISH"

Profit papers of superior quality. Moderate price. Will be pleased to mail SAMPLES.

Parker, Thomas & Tucker Paper Co. 76-82 Sherman Street - - - Chicago

THE ROBERT DICK MAILER Combines the three great essentials to the publisher:

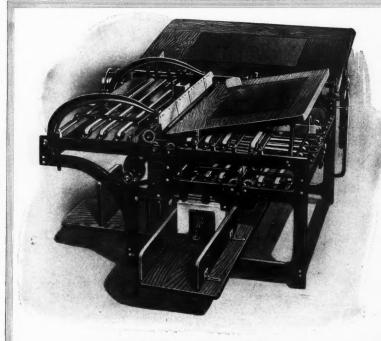
Combines the three great essentials to the publisher: SPEED—SIMPLICITY— DURABILITY. ¶ Experts address with our machines 8,556 papers in one hour.

address with our machines

8,556 papers in one hour.

¶ SO SIMPLE a month's
practice will enable ANY
operator to address 3,000
an hour. ¶ Manufactured
in inch and half inch sizes
from two to five inches.

Rev. ROBERT DICK ESTATE - 139 W. Tupper St., Buffalo, N. Y.



No. 2 Anderson Newspaper Folder.
Will fold sheet from 18 x 24 to 36 x 48. Fold, trim and paste 4-6-8-10-12 pages.

An Opening You Have Been Wanting.

Proposition—good

a price to interest you.

Anderson Folders

are the best medium-priced Folders on the market.

Best "Anderson" proposition yet. Find out AT ONCE.

MAISH MANUFACTURING CO., WARSAW, INDIANA



Strathmore Talks

[No. 15]

¶ It is a lot easier to come down than it is to go up in most everything, particularly prices.

Doesn't this point out it is better to first submit a well-planned dummy on good paper with a "reason why" back of it? Then, if it doesn't go, you have the old "Well, here's something cheaper."

¶ The "STRATHMORE QUALITY" stocks are the papers that furnish the foundation for the "reason why" printing. There is no real substitute for them. A cheaper stock may be used, but the efficiency is lessened by more than the difference in cost.

¶ A comparison of dummies will show you. We will be glad to furnish a "STRATHMORE QUALITY" dummy, if you will tell us what you want.

MITTINEAGUE PAPER COMPANY

The "STRATHMORE QUALITY" Mills

MITTINEAGUE, MASS., U.S.A.

Expansion System Accuracy



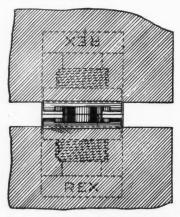
T'S a fact that a plate mounted on a warped, inaccurate block will not yield the same desirable results as when mounted on a TRUE, unyielding iron or steel base. You know that!

You skilled pressmen will underlay and overlay, cut out, scrape and patch until you make it "print up," but can you bring out the life and sparkling contrasts of a half-tone like you could if the plate was mounted on a TRUE, unyielding base?



Correct Position of Hooks — Hooks placed in this position permit shifting the plates in either direction for registering and make it possible to work to the minimum margins between plates.

[Note — The clutch (jaw) should always be placed as near the center of travel as possible.]



Undesirable Position of Hooks — Hooks placed in this position, back to back, with the clutches set at their limit of backward travel, do not permit of sufficient adjustment to register plates in BOTH directions.

Notice that we emphasize the word TRUE. It is absolutely necessary that the base, or the units comprising the base, should be *true* and *accurate*.

That's where WE cut in.

WE realize that unless you are using the EXPANSION PLATE - MOUNTING SYSTEM you are more than likely experiencing trouble from inaccurate bases.

We also know that it is difficult to make accurate bases. Few can make them accurate. It requires special precision tools and machinery and highly skilled workmen.

We've got 'em. That's why we GUARANTEE every

Expansion Plate-Mounting System

to be absolutely true and accurate. That's one of the chief reasons why the EXPANSION SYSTEM has been adopted by nine out of every ten big shops throughout the country. That's why we are selling more plate-mounting equipments than all our competitors put together.

Added to this, our bases are as strong as high-grade material can make them, and as light as is consistent with ample strength. Our plate-clamping devices are simple, efficient and durable.

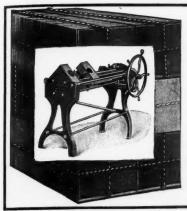
We can show you—can convince you—that the EXPANSION PLATE-MOUNTING SYSTEM will increase your possibilities in the quantity and quality production of printing from plates. Give us the opportunity. It won't cost you but a cent for a postal to learn about this "Plate-Mounting System you will eventually adopt."



The Challenge Machinery Co.

GRAND HAVEN, MICHIGAN, U.S.A.

Salesroom and Warehouse, 194-196 Fifth Avenue, CHICAGO



As to the value of other things, most men differ. Concerning the

Anderson Bundling Press

all have the same opinion.

The high pressure produced and the ease of obtaining it, is ONE reason why so many ANDERSON BUNDLING PRESSES are used. Many binderies have from two to twelve.

= Write for List of Users in your locality :

C. F. ANDERSON & CO. 394-398 Clark St., CHICAGO

Get Ready Now for the Wedding and Holiday Season, and avoid disappointing your customers.

Send Us Your Orders. We will fill and ship according to your directions—an opportunity for you to take on a side line without investment, and which will yield you a handsome net profit.

COPPER PLATE ENGRAVING

is the correct form of stylish announcements of every character, invitations, cards, etc.

Get Our Plans. You can provide for that demand among your customers who exact high-class work by adopting our system. We supply the local printer with full line of samples, how to take orders, etc.

STEEL DIE EMBOSSING





Acme New Process of Electrotyping

is worthy of your investigation

It does not injure the original half-tone. The costliest equipment in use and the best materials handled by electrotypers of unusual skill, enter into the making of every electrotype and nickeltype sent out from our foundry.

Our process is our own. We pay no royalties, therefore we are not compelled to charge more for our products.

Acme Electrotype Company 341 Dearborn Street, Chicago



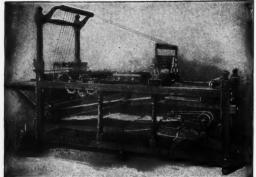
Bind your Inland Printers at Home with an ARNOLD SECURITY BINDER Artistic :: Simple :: Durable

NO TOOLS, PUNCHING OR STITCHING -YOUR HANDS THE ONLY TOOLS

THE "ARNOLD SECURITY BINDER" is the modern method of keeping your magazines together and in good condition. It has the finished appearance of a bound book and is the ideal magazine cabinet, keeping the magazines fresh and in consecutive order. It can be used as a permanent binding or emptied and refilled as the magazines become out of date. A magazine can be inserted or removed at any time without disturbing the others.

Binder for One Volume, six issues, \$1.00 Two Binders, covering full year, \$1.80

Address, THE INLAND PRINTER 120-130 Sherman Street, CHICAGO



Style 3 Duplex O-A Automatic Striker Ruling Machine

HICKOK

Paper-Ruling Machines
Ruling Pens

Bookbinders' Machinery

The W. O. HICKOK MFG. CO. HARRISBURG, PA., U. S. A.

ESTABLISHED 1844

INCORPORATED 1886

James White Paper Co.



COVER AND BOOK PAPERS

210 MONROE STREET - - - CHICAGO



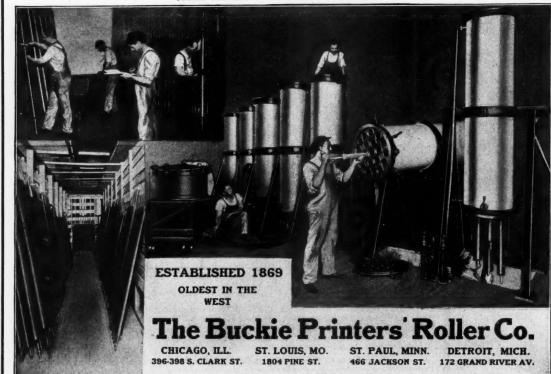
"They Are Going Some"

Eight hundred and sixty-nine Wing-Horton Mailers were sold in 1909. They were all sold subject to approval, and not a Mailer was returned. If you are not using a Wing-Horton Mailer, perhaps your Mailing Department is not working to its best possible economy.

Full particulars supplied on request.

CHAUNCEY WING, Manufacturer . . Greenfield, Mass.

(SOME CORNERS OF OUR CHICAGO FACTORY)



HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street



"Hoole"
Check
End-Name
Printing
Machine

A Job of 500 End-Names can be set up and run off on the "HOOLE" Check End-Name Printing Machine at a cost of nine cents, and the work will equal that of the printing-press. Let us refer you to concerns who are getting the above results.

Manufacturers of =

End-Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

TRIUMPH MOTORS



Individual motor drive in your plant will save money, increase efficiency and improve operating conditions.

TRIUMPH MOTORS

are in great demand for this service, and we are specialists on printing-press equipment.

Write for "THE PRINTER'S GUIDE"

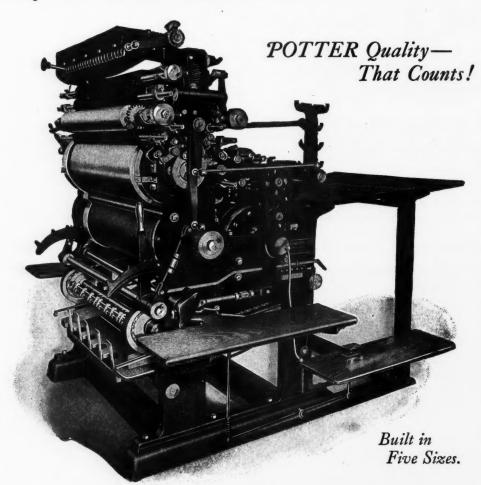
THE TRIUMPH ELECTRIC CO. CINCINNATI, OHIO



LABEL CUTTING PRESSES ECONOMICAL AND RAPID ANY GIRL OR BOY CAN OPERATE VERY LITTLE POWER OR ROOM REQUIRED DIES EASILY FITTED WE ALSO BUILD A LINEOF BALING PRESSES FOR WASTE PAPER LOGEMANN BROTHERS CO.

290 OREGON STREET, MILWAUKEE, WIS.

If your selection be the result of a careful and impartial investigation—the POTTER OFFSET PRESS will be your final choice.



The name "POTTER" on printing machinery is the guarantee of highest excellence.

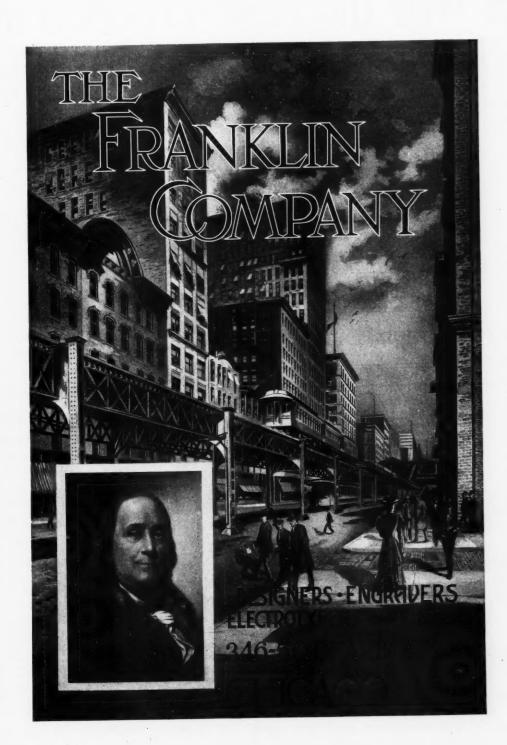
POTTER PRINTING PRESS COMPANY

PLAINFIELD, NEW JERSEY

D. H. CHAMPLIN 160 Adams Street, Chicago

SALES AGENTS

BRINTNALL & BICKFORD 568 Howard Street, San Francisco



It Will Increase Production



The Calculagraph in ANY Printing Office has a great moral effect

The knowledge that a single glance at a Calculagraph record of **elapsed time** will show, without any computation whatever, the productive efficiency of a workman, whether employed by the day or by the piece, is a powerful influence, stimulating to greater activity to keep up to or surpass the standard "time allowed" for each operation.

This quickening influence extends to the gang boss, the foreman and the superintendent, when it becomes known that the Calculagraph records point infallibly to the cause of any weakening in productive efficiency in any department.

Our booklet tells how to use the Calculagraph in Cost Accounting. Ask for it.

Calculagraph Company, 1460 Jewelers Bldg., New York City

Has Unified the Trade

Represents the Highest and

Latest Development in Credit

Service and Protection

The Only Credit Book and Classified Directory of the

Paper, Book, Stationery, Printing and Publishing

Trade and Kindred Lines

TYPO

15th Year

Special Reports

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COLLECTIONS

Effective and Economical

Draft Service

The Typo Mercantile Agency General Offices, 160 Broadway, New York

NEW YORK

CHICAGO

SAVE POWER and cut down cost of production



Printers who have ambition to meet all competition must look to their cost of production, and the ones most successful have installed the Peerless System of Individual Motor Drive; their cost systems have shown that both good work and good profits demand it.

On ANY POWER PROBLEM write

THE PEERLESS ELECTRIC CO.

Factory and General Office, WARREN, OHIO

CHICAGO, 46 Van Buren Street

New York, 43 West 27th Street

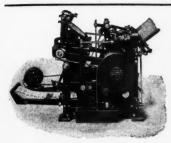
THE EXPRESS FALCON PLATEN PRESS

GRIPPER FRED

NO CURVED PLATES

This press is the fastest and most economical that has yet been produced for printing Envelopes, Letter-heads, Circulars, Cards, Blotters, etc. It is made ready more easily and quickly than the ordinary "Gordon" and is equally valuable on short and long runs.

Speed (with Automatic Envelope Feed Attachment and Automatic Delivery) 4,500 Envelopes per hour; Hand Feed (with Automatic Delivery), 3,000 to 4,000 per hour.



SOME OF THE USERS

Ashby Printing Co., Erie, Pa.
Samuel Cupples Envelope Co., New York.
Corlies-Macy Co., New York.
Samuel Cupples Envelope Co., Chicago.
C. M. Henry Printing Co., Greensburg, Pa.
Thomas D. Murphy Co., Red Oak, Ia.
American Colortype Co., New York.
Hesse Envelope Co., St. Louis.
Hesse Envelope Co. of Dallas, Dallas,



BROWN & BIGELOW Calendar Makers

St. PAUL, April 8, 1910.

R. T. Sinclair, Manager, Auto Falcon & Waite Die Press Co., Chicago, Ill.:

DEAR Sis.— Replying to your inquiry regarding the little Express which we bought of you some little time ago, we beg to say that it is doing all that you represented for it and is extremely satisfactory to us, which may best be attested to from the fact that we are sending you under separate cover to-day an order for a second press.

Yours very truly,

Brown & Bigelow,
J. E. Bailey, Director of Manufacturing.

WILBERT GARRISON CO.

Steel Engravers and Lithographers

NEW YORK, October 20, 1908.

American Falcon Printing Press Co., 346 Broadway, New York:
GENTLEMEN,— In reply to your inquiry, the Express Falcon
Platen Press, with automatic envelope feed and delivery, that
you installed in our plant fifteen months ago, is doing all you
claimed for it and is giving us entire satisfaction.

It is very simple to handle and can be changed to handfeed and automatic delivery in a few minutes, and is being
hand-feed in our establishment at a speed exceeding 3,000 per
hour. We have not spent \$1 in repairs on it since its installation.

lation.

It is a general job press for small forms, which need never stand idle in a busy office.

Yours very truly,

WILBERT GARRISON Co.

COLLIER'S
The National Weekly
New YORK, N. Y., October 8, 1908.
American Falcon Printing Press Co., 346 Broadway, New York

City:

Gentlemen,—We have had your Express Falcon Press in our place now about six months and so far it has been entirely satisfactory to us. We are running envelopes from 3,500 to 5,000 per hour on it and getting very satisfactory results, and also find that it can be hand-fed at least 3,000 per hour. The press is particularly adaptable to this sort of work, as it has all the advantages of high speed, and forms may still be changed on it as quickly as on an ordinary job press. So far, we are very much pleased with its work.

Yours truly,

FLOY E. WILDER,

Assistant Superintendent.

THE GERLACH-BARKLOW CO.

Mr. R. T. Sinclair, Manager, Auto Falcon & Waite Die Press
Co., Chicago, Ill.:
DEAR SIR,— We are pleased to report that the Falcon Express Press which we purchased from you several weeks ago has proven to be all that you claim for it. It is unquestionably a great time-saver, and work turned out is in every way satisfactory.

Yours very trul.

Yours very truly,
THE GERLACH-BARKLOW Co.,
T. C. DAVIS.

SAMUEL CUPPLES ENVELOPE CO. All Styles and Grades of Envelopes

All Styles and Grades of Envelopes
Sr. Louis, July 15, 1910.

Auto Falcon & Waite Die Press Co., Ltd., 160 Adams street,
Chicago, Ill.:

DEAR SIRS,— Replying to your favor of the 13th inst., we prefer, as a rule, not to give testimonial letters, but we are so well pleased with the two Express Falcon Presses you put in our St. Louis factory that we will in this instance vary from our usual custom.

The presses do everything you claim for them, and we are very much pleased with the work.

Very truly yours,

SAMUEL CUPPLES ENVELOPE Co.,
C. R. SCUDDER, Vice-President.

NATIONAL HOTEL REGISTER CO. Hotel Registers and Hotel Stationery

Dubuque, Iowa, July 21, 1910.

R. T. Sinclair, Manager, Auto Falcon & Waite Die Press Co.,
Ltd., Chicago, Ill.:

DEAR SIR.—It is a pleasure for us to inform you that the
Express Falcon press, bought from you last October, has fulfilled every claim you made for it. The results we have
secured, both as to speed and character of printing, have
been satisfactory in every way. Our only regret is that we
did not buy the press long ago.

Yours truly, NATIONAL HOTEL REGISTER COMPANY, W. M. CLEWELL, Secretary.

Further Particulars Upon Application to

AUTO FALCON & WAITE DIE PRESS COMPANY, LTD.

(Successor to American Falcon Printing Press Co.)

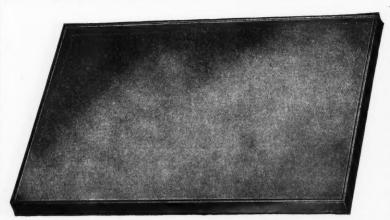
Office and Showrooms: Rand-McNally Building, 160 Adams Street, Chicago.

Eastern Selling Agent, S. P. PALMER, 346 Broadway, New York City.

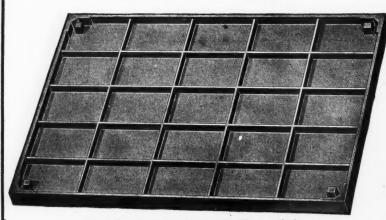
Factory, DOVER, N. H.

Hamilton's COMPOSING-ROOM FURNITURE

The economical value of the HAMILTON LINE OF MODERNIZED COMPOSING-ROOM FURNITURE has a world-wide recognition. There is hardly a representative printing concern in any country that is not equipped, in part at least, with Hamilton Furniture.



Face side of a Hamilton Iron-Steel Imposing Surface.



The under side of a Hamilton Iron-Steel Imposing Surface, showing the heavy ribbing and corner posts.

Our trade-mark, "Wood-Goods — Good Woods," is familiar to the eye of every printer. The reputation acquired in a quarter-century's experience of constant application and study of the requirements we will always endeavor to maintain.

In adding to our line an article of metal, our aim will be to excel. Metalworking is not new to our concern. We have, from the organization of our company, built in our own shops the intricate machinery which has enabled us to produce so substantial and accurate a line of printers' wooden furniture and equipment.

The Hamilton Iron-Steel Imposing Surfaces are the best that the foundry and the machine shop can produce. A good iron surface is an economical item in printing-office equipment difficult to overestimate. A poor iron surface is an abomination forever. Good or bad, an iron surface does not wear out, and, once installed, it remains a fixture.

Hamilton surfaces are cast with the proper proportion of iron and steel to produce the best surface.

Smooth and tough and well-machined, they will last forever—no cracking, being heavily ribbed on the under side no chipping—no wearing away.

Hamilton iron-steel surfaces can be purchased through any prominent supply house. Ask for them, and insist upon getting the genuine article. The satisfaction of every customer ordering a Hamilton iron-steel surface is guaranteed.

:	snowing the neavy ribb
We are	
interested	
in the ques-	
tion of Modern-	Send for complete
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we would like to have	
your representative s	
ing-room as you would	
it, with a view to our i	
furniture as you can sl	how us would soon
be paid for in the	saving accomplished.
Name	
Street and No	
E-11-CC MING 1101	

City......State.....

Have you a copy of "Composing-room Economy"?

THE HAMILTON MFG. CO.

Main Office and Factories . . TWO RIVERS, WIS. Eastern Office and Warehouse . . RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

WE WANT TO MAKE AN

MPRESSION

upon your mind to the effect that no matter what your Envelope Problems are, we can assist you in solving them.

We are Manufacturers of ENVELOPES for Printers and Lithographers

Prices for Making Envelopes from Plain Unprinted Paper furnished by Lithographer or Printer.
6 and 6 7 7½ 9 10 11 12 14 Reverse Face
Per M \$1.15 .90 .75 .65 .60 .55 .50 \$1.25 1.00 .85 .75 .70 .65 .60 \$1.50 1.25 1.00 .85 .80 .75 .70 \$1.00 .75 .65 .55 .50 .45 .40

Prices for Making Envelopes from Printed or Lithographed Paper furnished by

		6 a	nd 6	7	71	9	10	11	12	14	Reverse Face		
		P	Per M Per M		Per M	Per M	Per M	Per M	Per M	Per M	Per M		
5M		.\$.40	\$.50	\$.70	\$.65	\$.60	8 .70	\$.80	\$.90	\$.60		
10M			.35	.45	.65	.60	.55	.65	.75	.85	.55		
25M			.30	.40	.55	.55	.50	.60	.70	.80	.45		
50M			.28	.35	.50	.47	.45	.55	.65	.75	.37		
100M	or more.		.25	.33	.45	.42	.40	.50	.60	.70	.32		

Sizes of Paper and the Number of Envelopes Cutting Out of a Sheet. Manufactured by Us. 62 38x61 38x62 318x71 38x88 48x91 41x108 42x11 5x111 38x61 38x6 14x1... 16x21... 17x22... 6 22x34... 12 18x23... 6 10 5 6 13 12 6 15

18x23... 0 19x24... 7 24x38... 15 20x25... 8 17x28... 8 21x33... 11 22x28... 10 24x36... 15 28x34... 16 10 18 14 18

All goods, unless otherwise ordered, packed 500 in box. 4M, 6, 64, 5 cents extra; 7, 74, 9, 10, 11, 12 and 14, 10 cents extra.

Owing to the difficulty of making and gumming Linen, Bond, and certain papers that have an Antique or Linen finish, the following extra charges will be made for the manufacture of these grades, whether they are sent to us plain, printed or lithographed.

Basis 17 x 22-20 or 24, 5 cents per M extra for all sizes. Basis 1/7 x22—16, 5 cents per M extra for sizes 6 and 6%. 10 cents per M extra for sizes 7½, 9, 10, 11, 12 and 14.

Papers lighter than 17 x22—16 will be made only on time basis. Extra charge for papers over 24 x 36—70 basis.

We will furnish without charge layouts from which to print or lithograph. The dies used by different companies vary in outline, so we can not assume responsibility for the correct cutting of stock that is either printed or lithographed from a layout we did not make.

These prices are net.

Boxes-Packed in 1/2 M skeleton boxes. If in white boxes add 3 cents per M to prices for No. 7 and smaller; 5 cents per M for No. 7½ and larger. Special prices will be quoted on large quantities.

THIS LINE SHOWS THE SEAL THIS LINE SHOWS THE SEAL OF SURE-STICK ORDINARY OF ORDINARY ENVELOPES FNVELOPES NOTE HIGH GUT OF OUR SURE STICK NVELOPES

NOTE CUT OF ORDINARY ENVELOPE AND SEE HOW IMPOSSIBLE IT WOULD BE TO USE THE SAME AMOUNT OF STICKING SURFACE AS IS USED ON OUR SURESTICK ENVELOPES BECAUSE OF THE FACT THAT IT WOULD STICK TO THE LETTER.

The matter of PROPER SEALING is one of vital importance in the manufacture of Envelopes if you desire to give your trade PERFECT ENVELOPE SATISFACTION. Examination of this diagram will show you that our "Sure-Stick" Envelopes have fully 20 PER CENT MORE STICKING SURFACE than the ordinary envelopes. Complaints from your trade that the FLAP becomes stuck to the LETTER are completely eliminated by the use of "Sure-Stick" Envelopes.

The STICKING QUALITIES of our envelopes have been so universally conceded as being PERFECT that comment is unnecessary. Try a few "Sure-Stick" Envelopes and see for yourself.

The HIGH CUT of our envelopes not only adds beauty to the completed product, but materially increases the strength of the enclosure when sealed.

By the use of our "Sure-Stick" Envelopes you can invariably assure your trade PERFECT ENVELOPE SATISFACTION

All sizes of our envelopes are extra high cut so as to allow the use of our broad "Sure-Stick" Seal. Why not make us "SHOW" you on your next run of Linen, Ledger or Bond Envelopes?

WESTERN STATES ENVELOPE Co., Manufacturers of Envelopes for Printers 311-313 East Water Street, MILWAUKEE, WIS.

Juengst Patent No. 761,496 sustained and infringed. Injunction granted against Gullberg & Smith.

The United States Circuit Court of Appeals for the Second Circuit, in a recent decision, held Patent No. 761,496, covering the calipering or detector device for Signature Gathering Machines, valid and infringed. A permanent injunction has issued out of the Court, restraining Gullberg & Smith from further infringement.

Users of Gullberg & Smith Signature Gathering Machines are warned that the use of the Gullberg & Smith machines is an infringement of the Juengst Patent No. 761,496.

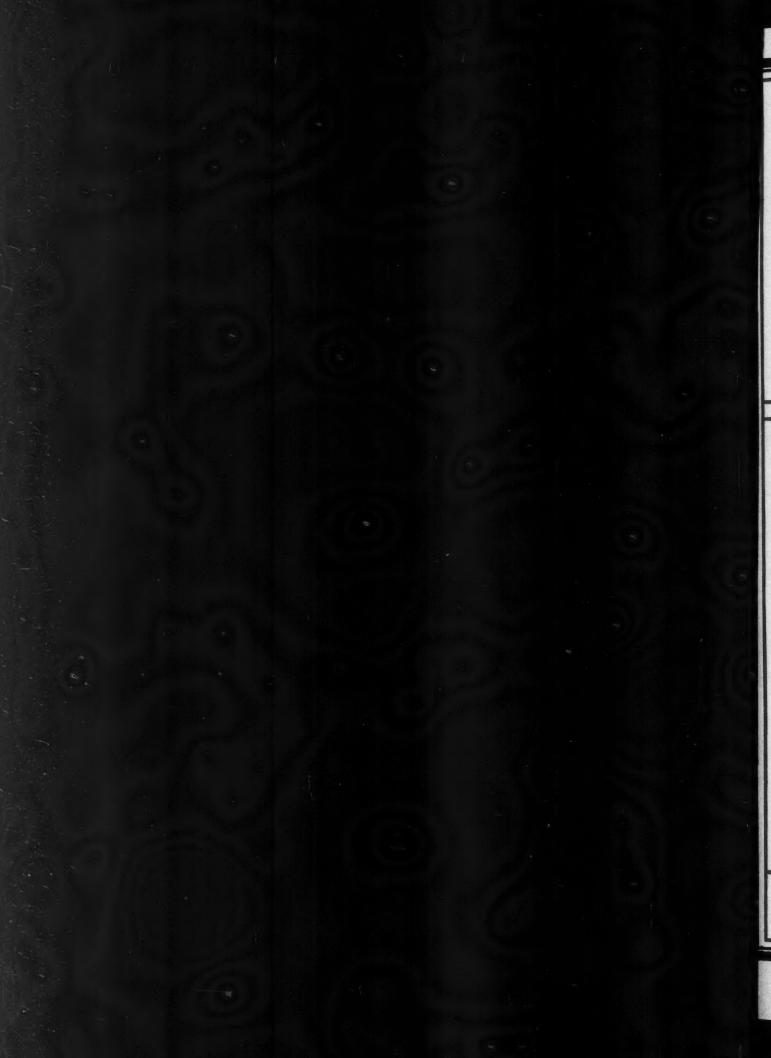
Owners of Gullberg & Smith Signature Gathering Machines are further warned that if they attempt to sell their machines they will commit an infringement of the Juengst Patent No. 761,496.

Notice is hereby given to users of the infringing Gullberg & Smith machines that injunction will be applied for restraining such users from further infringement of the Juengst Patent No. 761,496, unless they obtain a license from the patentee, Charles A. Juengst.

Address all communications to

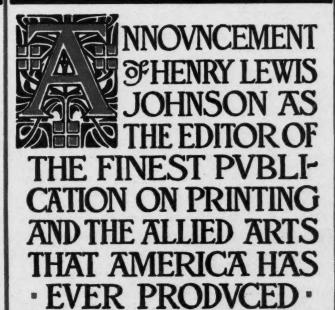
GEO. JUENGST & SONS, CROTON FALLS, N. Y.





GRAPHC ARTS







·NATIONAL ARTS PVBLISHING CO·BOSTON MASSACHVSETTS V·S·A·

THE GRAPHIC ARTS

A NEW MONTHLY MAGAZINE DEDICATED TO THE PRINTERS OF AMERICA
AND DEVOTED TO THE HIGHEST ATTAINMENTS
OF PRINTING PRESS PRODUCT

Announcement

T is with keen pleasure and satisfaction that the NATIONAL ARTS PUBLISHING COMPANY, of Boston, Massachusetts, announces

Henry Lewis Johnson

as Editor of The Graphic Arts, which will appear monthly beginning with January, 1911. Mr. Johnson has resigned as editor of The Printing Art, which he established in 1903, and through which his influence has been felt throughout the entire industry for good printing. Mr. Johnson has planned a periodical so comprehensive in its scope and so efficiently practical in its text, that in The Graphic Arts it is determined to make it the representative organ of the seventh giant industry in the United States—publishing and printing. The success of Mr. Johnson with The Printing Art warrants a new magazine dealing more fully with the highest attainments of the engraver, the printer, and the binder.

Another important editorial announcement is the association with THE GRAPHIC ARTS of

Henry Turner Bailey

one of the most widely known of American lecturers and writers on the fine and applied arts. Mr. Bailey was formerly State Agent for the promotion of Industrial Drawing in Massachusetts and is now editor of *The School Arts Book*, an associate publication of The Graphic Arts, to which he will contribute articles dealing with designs and illustrations in connection with printing.

The authoritative character of THE GRAPHIC ARTS is further shown by the names of those who

will contribute to this publication:

- J. HORACE McFARLAND, Master Printer of Harrisburg, Pa., will write about photographic illustrated work, giving many helpful suggestions on this important phase of magazine, catalogue and book work.
- HARRY LYMAN KOOPMAN, Librarian of the Brown University, Providence, R. I., will write in his attractively informing manner upon the environments of books, especially with suggestions about the printing office and private libraries.
- JOHN COTTON DANA, Newark, N. J., will contribute an analytical article dealing with the place which printing has in educational and business affairs. This article will suggest tendencies which must be reckoned with by those who are planning the development of their business.
- HENRY LEWIS BULLEN, Librarian of the American Library and Museum, Jersey City, N. J., will contribute a series of important articles upon type design and the development of the various type families.
- HENRY W. KENT, New York, will contribute illustrated articles based upon some of the wealth of reference material in the Metropolitan Museum of Art, New York.
- AMONG other contributors will be Walter S. Timmis, who will present plans and information about the latest ideas in printing office construction, layout and equipment. Edwin O. Grover, who will write on new illustrated work; F. O. Climer, on printing school work; and Charles H. Caffin, on fine arts subjects, especially related to printing. The Graphic Arts will be the vehicle of expression for the authoritative experiments of printing arts in Europe as well as in America.

As indicated by the title, The Graphic Arts will give especial prominence to processes of reproduction. The latest developments in offset printing photolithographic work and intaglio printing will be displayed in insert form as produced by the leading exponents of each process. Color photography and color printing will have the earliest and most complete demonstration in The Graphic Arts, which together with the exhibit pages will form an unrivaled exposition of the printing arts. The typographical display will be as near perfect in design and arrangement as modern efficiency can make it, so that the value of the models presented will be of the greatest value to the printer and the user of printing.

THE annual subscription within the United States and Canada is \$2.50 in advance, and the foreign subscription within the postal union is \$3.00. Send your order at once, with currency, check or stamps, in order to insure the receipt of the January number of THE GRAPHIC ARTS, which will begin to make its mark on that date.

NATIONAL ARTS PUBLISHING COMPANY, 200 SUMMER ST., BOSTON





THE

Waite Die and Plate Press

Noted for its superior quality of work, its strength and durability and its low cost of operation.

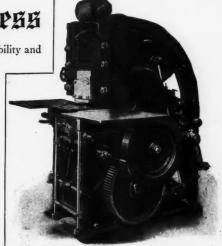
Will wear the die or plate less than any other die press.

The only die press which will give hair-line register at full speed.

THE LARGEST SIZE EVER BUILT:

The 6 x 10 inch is our latest success and has a greater capacity than any other power-stamping press ever made. It has every refinement of the smaller "Waites" and additional advantages. Prints in the center of an 18-inch sheet and is especially valuable for stamping box tops, catalog covers, photograph mounts, Christmas and fancy cards, check books with several on a page, calendars, etc.

Sizes...... 6 x 10, 5 x 9, 4 x 8, 3 x 5, 2 x 4 inch.



Size 6 x 10 inch.

Auto Falcon & Waite Die Press Co., Ltd. Offices and Showrooms

160 ADAMS STREET, CHICAGO, ILLINOIS

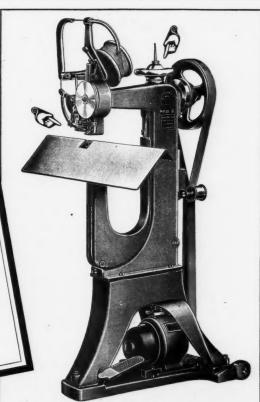
Eastern Selling Agent S. P. PALMER, 346 Broadway, New York FACTORY DOVER, N. H. Pacific Coast Selling Agents GEO. RICE & SONS, Los Angeles, Cal.

"Boston"

ot only is the wire visible at all times without dismantling all times without dismantling the machine, but the exact the machine, but the exact which is to be driven is in plain view stitch is to be driven is in plain view of the operator. This is important for "quality stitching." Ask the operator. Then write for complete operator. Then write for complete operator. Wire Stitcher information.

American Type Founders Co.

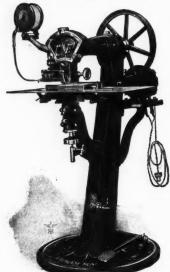
General Selling Agent

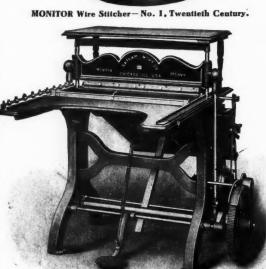


Boston Wire Stitcher, with Electric Motor Equipment

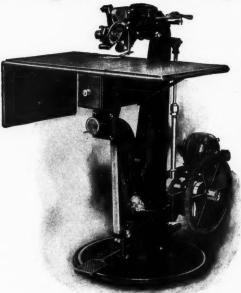
MONITOR

Machinery for the Complete Bindery





MONITOR Extra Heavy Power Perforator, with Feed Gauge, Receiving Box and Motor attached.



MONITOR Paging and Numbering Machine.

"MONITOR Machines sell themselves"

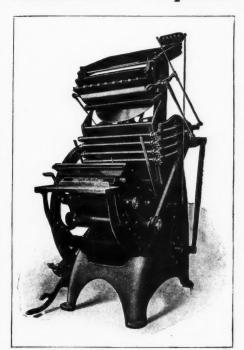
-Here are a few of them.

5,000 Monitor Wire Stitchers now in use.

We also manufacture Punching Machines, Embossers, Creasers and Scorers, Job Backers, Standing Presses, etc.

Latham Machinery Co. BOSTON, 220 Devonshire St.

Elimination - Acquisition - Installation - Transformation



Anything that will increase your profits must interest you.

You can average 15,000 impressions a day on a 10 x 15 Golding Jobber with a possible speed of 2,500 per hour, against 1,200 on any crank-action, cam-controlled quarto. This means a gain of 5,000 per day or 1,500,000 per year.

This subject is discussed in a new and interesting way in our book, "For The Man Who Pays."

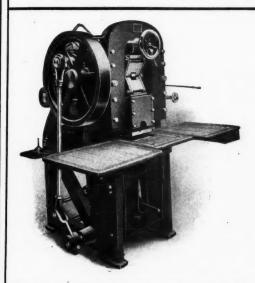
We want 15,000 printers to request a copy of the book and learn the true value of a job-printing press.

The BOOK IS FREE. Ask for it.

The Golding Jobbers and Embossers, Pearl Press,
Official Press, Golding and Pearl Paper Cutters, Tools, etc.
For Sale by all Printers' Supply Dealers.

GOLDING MANUFACTURING CO. FRANKLIN, MASS.

The Carver Automatic Die Press



Is unexcelled for quantity or quality of production, economy of operation, adaptability for variety of work, and longevity of service. Will stamp in the center of 18 x 20 inch sheet. A hair-line register is guaranteed. From 30 to 60 lbs. wiping paper practical for such purpose is used. The simplicity of our ink mixing and grinding fountain makes it the easiest and quickest for cleaning and changing colors. The rollers run at different speeds, giving a grinding or scraping action.

NOTICE.—This feature is protected by patents.

We make the following sizes: $4\frac{1}{2} \times 9$, $3\frac{1}{2} \times 8$, $2\frac{1}{2} \times 8$, $2\frac{1}{2} \times 4$ inches.

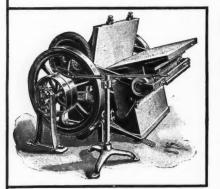
C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets PHILADELPHIA, PA.

CANADIAN AGENTS: MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

Convenience, Efficiency, Accuracy and Durability Are the characteristics of the



Gally "Universal" Cutter and Creaser

Built in Five Sizes—From 20 x 30 in. to 30 x 44 in.

For cutting and creasing, the M. Gally "Universal" is known and recognized everywhere as the one reliable and dependable.

Unequaled in power and strength, simple in construction, and built for service. Adapted for either stamping or paper-box cutting. Is so constructed as to insure economical maintenance and operation, therefore must necessarily be a satisfactory press.

Hundreds are in daily use in all sections of the country.

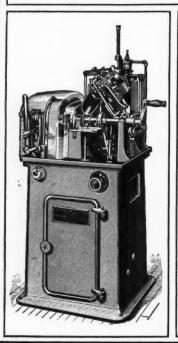
Present operators regard the "Universal" as highly satisfactory and use no other. When adding new equipment or replacing, use the "Universal."

SUPPOSE YOU ASK FOR OUR ILLUSTRATED CATALOGUE. THERE ARE MANY OTHER MACHINES MENTIONED THAT WILL LIKELY INTEREST YOU

THE NATIONAL MACHINE COMPANY HARTFORD, CONN.

Sole Canadian Agents: MILLER & RICHARD, Toronto and Winnipeg.

WHO USES TYPECASTERS?



NUERNBERGER-RETTIG TYPECASTERS

ARE NOW IN CONSTANT USE IN

The Largest Printing Houses

of United States, Canada and Great Britain

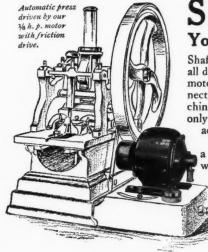
Why? Quality of the Type
Simplicity of the Machine
Saving of Time and Money

IT PAYS THEM—WHY NOT YOU?

WRITE THE MERGANTHALER LINOTYPE COMPANY

Universal Automatic Type-Casting Machine Company

321-323 North Sheldon Street . . . CHICAGO



SAVE Your Power

Shafting uses power all day long. motors directly connected to each machine, you pay for only the power you actually use.

The saving in year's time is well worth while.

Our policy of specialization has made the

Robbins & Myers STANDARD Motors

(Direct Current, All Purposes, 1/30 to 15 H. P.)

far superior to any other small motor on the market. We have a supply of motors of all types for printing shops on hand all the time at our factory and at the branch offices for immediate shipment. We have a consulting department for your power problems. Service free. Write us.

THE ROBBINS & MYERS CO., 1325-1425 Lagonda Avenue, Springfield, Ohio.

Branches in NEW YORK, 145 Chambers Street; PHILADELPHIA, 1109 Arch Street; CHICAGO, 501-515 W. Jackson Boulevard; BOSTON, 176 Federal Street; CLEVELAND, 1408 West Third Street, N. W.; NEW ORLEANS, 312 Carondelet Street; ST. LOUIS, Locust and 11th Streets; KANSAS CITY, 930 Wyandotte Street.



See that this label is on each ream.

When the paper isn't right, the labor of the printer is in vain and his purpose is defeated. CARAVEL Papers are right and they show fine results. They make a good impression.

OUR No. 528 LISBON IVORY WOVE

is a well-sized writing of the fine cream shade indicated by the water-mark. We manufacture it in Wove or Laid in quantities of 1,000 lb. or more. Let us know your requirements and we shall send you samples and prices.

PARSONS TRADING COMPANY
20 Vesey Street NEW YORK

Branch Offices: London, Sydney, Melbourne, Wellington, Havana, Mexico, D. F., Cape Town, Bombay, Buenos Aires. Cable Address for all Offices-" PARTRACOM."



To think of punches is to think of



Style D - with direct-connected motor.

Punch,

with stripper and die.

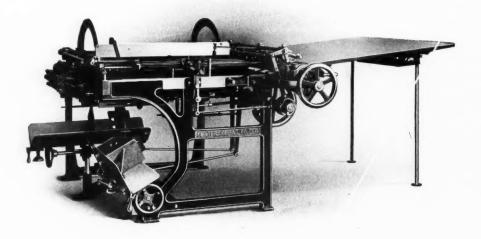
The standard line. Interchangeable punches, dies and strippers. Can be used on any of our machines. Twenty stock dies as shown at top and bottom of this advertisement. WRITE FOR CATALOG.

> THE SAM'L C. TATUM CO.

3310 COLERAIN AVENUE CINCINNATI, OHIO







"By Their Works..."

Just before the Davenport (Iowa) "Demokrat" moved into its new building, this summer, the pressinan, Otto Spring, wrote us relative to some new machinery, and said:

"Amongst the old reliable machinery which will be put out of commission by this move is your Dexter Folder with supplement attachment, built by your Mr. Dexter for us and used by us every day since twenty-six years ago. I can take an oath to this effect, as I have run it myself dering all that time; and remember, the machine is doing splendid work yet.

This is the record of all our machinery. We build Folders, Feeders and Cutters that way—always have and always shall. Our machines not only stand up to long and hard usage; they work rapidly and dependably, and make money for the printers. Shall we show you?

Dexter Folder Company

200 Fifth Avenue, New York

Chicago San Francisco Boston Atlanta Philadelphia Toronto Printing Inks with a Reputation for all that is BEST.

JAENECKE'S INKS



JAENECKE'S INKS solve Ink troubles.

THE JAENECKE PRINTING INK COMPANY

NEW YORK

PHILADELPHIA

ST. LOUIS

Main Office and Works-NEWARK, N. J.

CHICAGO OFFICE, 351 Dearborn Street.

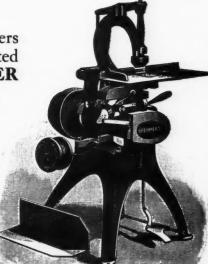
SIMPLICITY MEANS TIME



No. 33. For Booklet and other General Printers' Stitching. There are no stitchers so simply constructed as the **BREHMER** Wire Stitchers.

Easiest to operate Perfect stitching Greatest output Absolutely dependable

Over 30,000 in use



No. 58. For heavier work up to ¾". Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY

609 Chestnut Street

PHILADELPHIA

COST REDUCTION AND PROFIT MAKING

THESE RESULTS ARE OBTAINED BY PROGRESSIVE PRINTERS WHO USE

The Cleveland Folding Machine

The Only Folder that does not use Tapes, Knives, Cams or Changeable Gears in Folding.

Perfect in register and 50% faster than other Folders. Has range from 19 x 36 to 3 x 4 in parallel.

Folds and delivers 4s, 6s, 8s, 10s, 12s, 14s and 16s, single or in gangs.

Also regular 4s, 8s and 16s, book folds, from sheets 19×25 down to where the last fold is not less than $2\frac{1}{4} \times 3$ in.

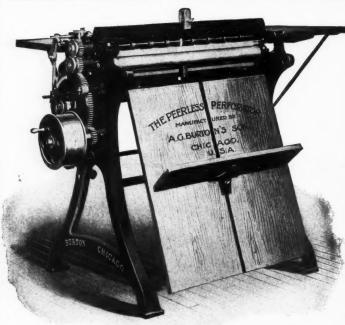
Makes accordion—and a number of other—folds that can not be made on any other folder.

INSTALLED ON A THIRTY DAYS' TRIAL on an unconditional guarantee of absolute satisfaction. Write for a complete set of sample folds.

The Cleveland Folding Machine Company:::: Cleveland, Ohio



IMITATION FALLS SHORT OF THE GENUINE



FOR years the PEERLESS PERFORATOR has stood as a model for imitators. It has withstood all tests, and is still recognized by the posted buyer—the buyer who would look to service and future, as the one dependable Perforator. ¶ Its rapid, perfect work, clean and thorough perforation and its wide range in thickness of stock, supplies the printer with all that can be desired.

SELLING AGENTS

GANE BROS. & CO. CHICAGO, ILL.
T.W. & C. B. SHERIDAN . . . CHICAGO, ILL.
LONDON, ENG.
S. KOCHANSKI . . . BERLIN, GERMANY
MIDDOWS BROS. . . SYDNEY, N. S. W.

Manufactured by

A. G. BURTON'S SON 118 to 124 South Clinton Street CHICAGO, ILL., U. S. A.

E. C. FULLER CO., 28 Reade St., NEW YORK Sole Eastern Agents
THE J.L. MORRISON CO., Sole Agents for Canada
JOHN DICKINSON & CO.,
Agents for South Africa and India

Electros from Halftones

F your experience has been such as to lead you to believe it impossible to obtain electros from hal tones with a printing quality equal to the cus—we want you to know that we are making electros from hal tones—every day—that are just as sharp and deep as the cut, and hat—the particular appliance that makes our quality of work possible was evolved by us. There is not another like it in the world.

The evidence of a "Globetype" from 1 400 line halfture (160,000) dots to the square inch printed with

SCLOE EL CRAVIL GE ON PAN 1

We also make design, drayings, halftones, zinc etchings, wood and wax engavings, but—we do no printing of arms is the most complete, complete and consistent ever much. With row pure the necessity for correspondence is practically eliminated. This adv. is printed from a "GLOBETYPE."

"The Fashionplate of Printerdom"



THE above design is a familiar one to all lovers of good typography. The monthly publication bearing this name has been called "The Fashionplate of Printerdom." It is a title worthily bestowed. Design, typography, engraving, colorwork and other features of the graphic arts are fully covered in each issue. Above all, it is practical. There are no frills, no faddish ornamentation. Just simple, dignified design and typography—the kind that can be done in a shop of any size. Send for a sample copy.

Annual Subscription: \$3.00 in advance; single copies, 30 cents. Foreign price, \$5.00 per year, including postage. Canadian Subscriptions, \$3.75 per year.

THE UNIVERSITY PRESS CAMBRIDGE, MASSACHUSETTS, U. S. A.

It gives double wear where necessary—

hicag

To fully appreciate the real TYMPAN, you should ask us for free samples; then compare our specially manufactured TYMPAN and satisfy yourself of its super-strength.

Swederope Platine Tympan

is a product made up from a knowledge of what the printer requires, is made to wear where the wearing qualities are important.

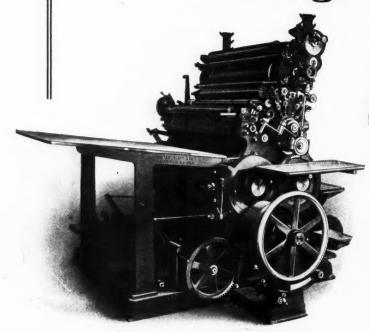
Detroit Sulphite Pulp & Paper Co.

Makers of Papers of Strength

DETROIT MICHIGAN



"The SCOTT is Best Forget the Rest"



This is the opinion of a user of a

SCOTT OFFSET PRESS

expressed to an intending purchaser and it tells the story in a few words



HE above cut shows the driving side of the SCOTT OFFSET PRESS. Note the complete absence of any complicated mechanism, the accessibility of all adjustments—particularly the roller sockets, the solidity of construction, the perfect distri-

bution, the full-size delivery reels, the micrometer fountain adjustment, the handy impression regulating screws, etc., etc. See next month's issue for cut of other side of press, which is even more accessible.

STANDARD SIZES: 28x38 34x46 34x52 34x58 38x52 38x58

WALTER SCOTT & COMPANY

New York Office 41 Park Row DAVID J. SCOTT, General Manager

Plainfield, New Jersey, U. S. A.

Chicago Office Monadnock Block

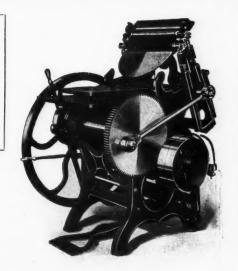
CABLE ADDRESS: WALTSCOTT, NEW YORK. CODES USED: ABC (5th EDITION) AND OUR OWN

How They Climbed

A few of the steps to the present enviable position of

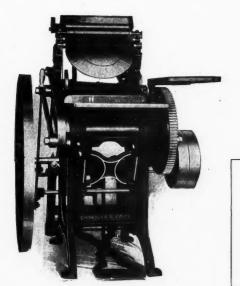
Chandler & Price Gordons

Speed that will make a short run profitable as well as a long run. (Something to be borne in mind.)



Strength and durability of construction. In over 38,000 presses sold, not one returned to factory as imperfect.

Feeding Easy to feed, and all parts accessible, saving time in both make-ready and washup. (Important factors.)



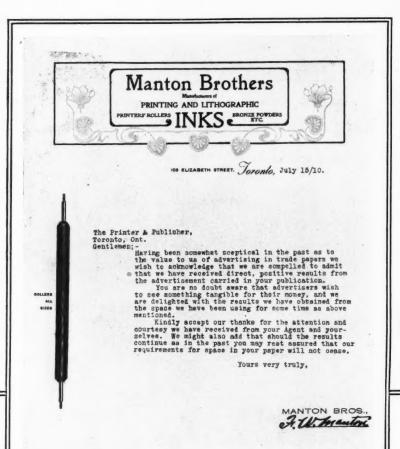
Operating

Cost small, both as to wages paid operators, and cost of power, renewing rollers, etc.

Profit Suitable to the class of work known as "small work," in which there is good profit and constant demand.

Ask for Catalog describing these presses in detail

The Chandler & Price Co. Cleveland, 0.





"We have received direct, positive results from the advertisement carried in your publication."



YOU, as an advertiser of things bought by printers, could ask for no stronger proof of the advertising value of

Printer and Publisher of Canada

than the positive statement of another advertiser that he has received satisfactory results.

The pulling power of **Printer and Publisher of Canada** is due to the high prestige and wide circulation it enjoys in the printing trade throughout Canada, it being the *only Canadian Printing Trade Paper*—the HOME PAPER of the Canadian Printer and Publisher. And as the Canadian printing trade is the most rapidly developing market in the world for your particular product, an advertising campaign in the columns of **Printer and Publisher** will certainly give you a strong foothold in a valuable field.

Rates are reasonable.
Service excellent.
Write us for sample copy and rate card.

The Printer and Publisher of Canada 149 University Avenue, Toronto, Canada

SPRAGUE ELECTRIC MOTORS

THE MOTORS THAT MOST PRINTERS USE

A LITTLE MOTOR



WITH A BIG REPUTATION

For Driving Printing Presses and Allied Machines with Economy and Precision

PROGRESSIVE Printers, Engravers and others, progress more rapidly when they use Sprague Electric Motors. These Motors save power expense, floor space and labor, and are safe, reliable, economical and easy to operate. They are used extensively in this country and abroad.

OVER 10,000 IN USE IN ONE COUNTY ALONE

Sprague Electric Motors are made in sizes ranging from 1-20 h.p. to 500 h.p. and each individual motor is given the most careful tests to insure the perfection of workmanship and materials.

The flexibility of the electric drive permits a more advantageous arrangement of presses and other machines, and thus gives better light and saves handling the stock so many times. It eliminates the dark, cumbersome, noisy and, too often, dangerous belting and shafting.

Our long experience enables us to give correct specifications, free of any obligation on your part, for motor drive for any machine from the smallest to the largest in your plant. Nothing is too small or too large for us to equip.

A glance at our Bulletin, No. 2294, will convince you of the popularity of our equipments. Let us send you a copy.

SPRAGUE ELECTRIC COMPANY

General Offices—527-531 West Thirty-fourth Street, City of New York

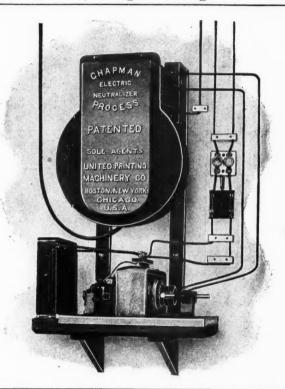
Branch Offices - Chicago, Milwaukee, St. Louis, Boston, Philadelphia, Pittsburg, Baltimore, Atlanta, New Orleans, San Francisco, Seattle

CHAPMAN ELECTRIC NEUTRALIZER

GUARANTEED to remove trouble caused the printer by STATIC ELECTRICITY

Now is the time of year when the Printer should anticipate the trouble sure to be caused by Static Electricity during the coming months of cold weather.

WILL SAVE IN PRODUCTION AND SLIP-SHEETING ALONE THE ORIGINAL COST OF INSTALLATION BEFORE THE WINTER IS HALF OVER



WILL PREVENT OFFSET AND PRACTICALLY **ELIMINATE** THE NECESSITY OF SLIP-SHEETING. HAS THE ENDORSEMENT OF ALL THE LARGEST PRINTERS IN THIS AND FOREIGN COUNTRIES

The installation of the Chapman Electric Neutralizer will overcome the difficulties due to static electricity and permit the up-to-date printer to keep his pressroom at a temperature conducive to the good health and spirits of Employer and Employee.

SOLE SELLING AGENTS

UNITED PRINTING MACHINERY CO.

246 SUMMER STREET, BOSTON

12-14 SPRUCE STREET, NEW YORK

Western Agent WILLIAMS-LLOYD MACHINERY COMPANY

124 FEDERAL STREET, CHICAGO



Woronoco Damask

This has a distinctiveness and beauty that can not be secured in a Bond paper, although, like a Bond paper, it is made for Commercial Stationery.

If you want to satisfy a customer who wants a change; if you would like to improve the stationery of another or try something new and good yourself, take a look at the sample-book of WORONOCO DAMASK.

White, Buff and Blue, 48 and 56 lbs., 22 x 34.

WORONOCO PAPER COMPANY

WORONOCO, MASS., U.S.A.

MIGHT AS WELL KNOW THE FACTS NOW

It Is the Paper You Will Eventually Buy, But Why Delay Your Investigation?

The selection of paper is quite as important as the buying of ink and illustrations.

Price does not always indicate quality, but price without quality is a dangerous proposition—look out for the "nearly as good" kind.

If the printer or buyer of paper will carefully and impartially investigate our new SWAN COATED BOOK paper, the test and comparison will prove our product the most perfect on the market.

Send for our handsome color catalogue, exemplifying various tests, and if you are a discriminating buyer your test of our paper alongside of other coated book paper is worth your while.

A complete stock carried in our Chicago warehouse, ready for quick delivery, in case lots or more.

Let us figure with you for any quantity of paper desired.

This paper is manufactured and carried in standard sizes and weights and can be secured promptly. Liberal sample sheets for your inspection and trial will be cheerfully supplied.

West Virginia Pulp & Paper Company

General Offices: 200 Fifth Avenue, New York

Western Sales Office: Marquette Building, Chicago

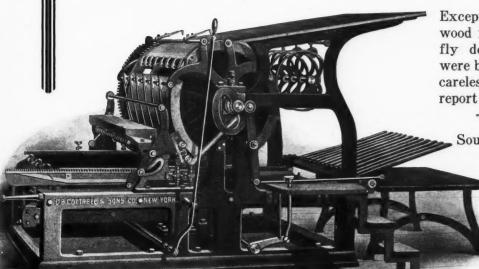
Mills at —
Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N.Y.; Williamsburg, Pa.

CABLE ADDRESS: "Pulpmont, New York." A. I. and A. B. C. Codes Used.



NE of these Single Revolution COTTRELL PRESSES

was "used Fifteen Years without a Cent for Repairs



Except a few of the wood fingers on the fly delivery which were broken through carelessness" is the report made by the

"TIMES"

South Kaukauna, Wisconsin

This cut
Illustrates the
PARAGON
New Series
Single Revolution
Job and News
Press with
Rack and Cam
Distribution

Equipped for both Newspaper, Catalog and Job Work

The above is but one of many similar experiences. This is the service you want when you install a press to handle publications which must go into the mails on time. This is the reason Cottrell users remain Cottrell users. Better investigate the causes which make Cottrell Presses so dependable. We have just issued a new booklet on Cottrell Single Revolution Presses. Your copy is awaiting your request for it. Write to-day.

C. B. COTTRELL & SONS CO.

25 Madison Square, North New York Manufacturers
Works: Westerly, Rhode Island

279 Dearborn Street Chicago

KEYSTONE TYPE FOUNDRY

Philadelphia New York Chicago



GENERAL SELLING AGENTS



Detroit Atlanta San Francisco

Set in Keystone's Ayer Series. Initial No. 3257. Brass Ornamental Corner No. 7358. Printed on a No. 5 Cottrell

HOLLY BORDERS

Applied for Patent and Registered in England



12 Point No. 1

CHARACTERS IN FONT

One Color, \$2.00







HOLLY BORDER No. 1—A font of 12 Point contains two pieces each of characters 1666 to 1670 inclusive, (a sufficient number for forming 2 wreaths); six pieces of 1673; four pieces each of 1674 and 1675; fourteen and a half inches each of 1671 and 1672. Characters 1671 to 1675 are cast on 12 Point and can be bought in fonts of 54 inches at \$1.50. Wreath separate from font, 50c. Complete font of berry pieces to work with Font No. 1, \$2.00. Wreath separate from font, one complete font HOLLY BORDER No. 2—For two colors. Both colors are made up in one font, which contains the same number of characters as mentioned in No. 1, duplicated for each color. The characters in this font have been made specially for printing in two colors and cannot be used separately. Font (both colors) \$4.00. Wreath separate from font, 36c each color.

HOLLY BORDER



CHARACTERS IN FONT



HOLLY BORDER No. 3—A font contains two pieces each of characters No. 1768 to 1770 inclusive, (a sufficient number for forming two wreaths); six pieces of 1773; four pieces each of 1774 and 1775; fourteen and a half inches each of 1771 and 1772. Characters 1771 to 1775 are cast on 18 Point and can be bount in fonts of thirty-six inches at \$1.30. Wreath separate from font, 75c. Complete font of berry pieces to work with Font No. 3; 80.00ER No. 4—For two colors. Both colors are made up in one font, which contains the same number of the pieces of the pieces of the form of the pieces of the form of the pieces of the form of the pieces of the p

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24 Point No. 5 CHARACTERS IN FONT One Color, \$2 50

HOLLY BORDER No. 5—A font of 24 Point contains the following: one each characters 1369 to 1373 inclusive; eighteen of 1375 and 1377; eight of 1378; four each of 1374 and 1378. Wreath complete (as shown above) in five characters, also sold separate from front, at \$1.00. 1374 to 1373 are cast on 24 point, and can be bought in fonts of three feet at \$1.65. Complete fonts of berry pieces to work in color with Font No. 5, \$2.50. HOLLY BORDER No. 6—For two colors. Both colors are made up in one font, which contains the same number of the various characters as mentioned in No. 5, duplicated for each color. Font (both colors) \$5.00. The characters in this font have been made specially for printing in two colors and cannot be used separately. Wreath separate from font, \$1.00 each color.

KEYSTONE TYPE FOUNDRY

Philadelphia

New York

Chicago

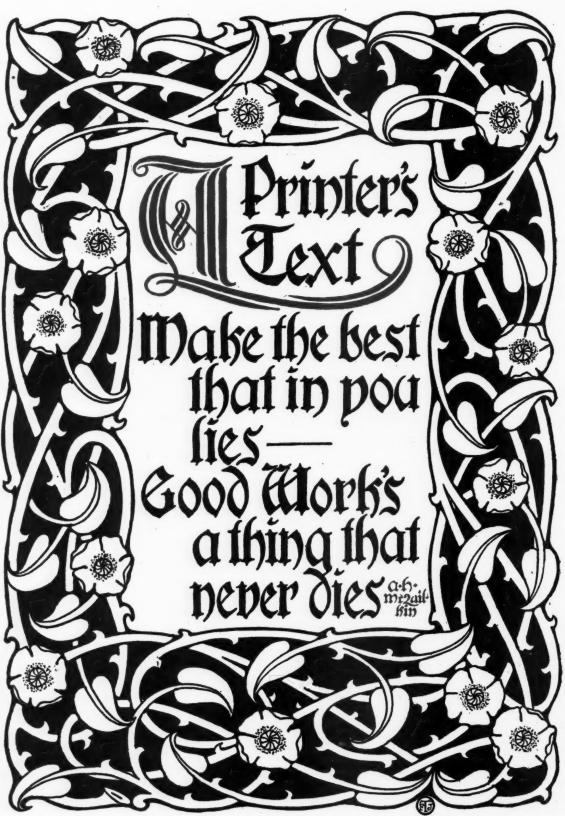
Detroit

Atlanta

San Francisco

CHICAGO LINO-TABLER COMPANY

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